

The Carolina Farmer

COVERING THE CAROLINAS FROM THE MOUNTAINS TO THE SEA

VOLUME I

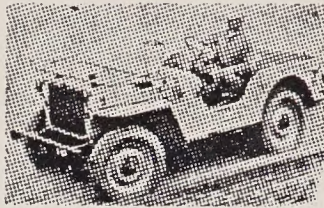
AUGUST, 1946

NUMBER 3



JEEP

See It!



JEEP

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Popularity of the Jeep as the public learns of its many uses has constantly increased. Demand for these "little giants" was greater last month than ever before.

If you are in the market for a light tractor, a light pick-up, or a vehicle which pulls a trailer load up to 6000 lbs., or a power unit that delivers 30 horsepower at the shaft or pulley, or a runabout, you will find a dealer near you who will be glad to demonstrate the Jeep's abilities. Or why not ask a Jeep owner what he thinks of his vehicle? Actually, *our owners have sold more Jeeps than our salesmen*, through their proven performance and actual work with the Jeep.

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what every man knows

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MAYOR OF DILLON
LAWRENCE MCINTYRE

DILLON MERCHANTS' ASSOCIATION
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BOB BARBOUR
Proprietors

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A. V. BETHEA, JR., *Asst. Mgr.* — GEORGE PARRISH, *Auctioneer*

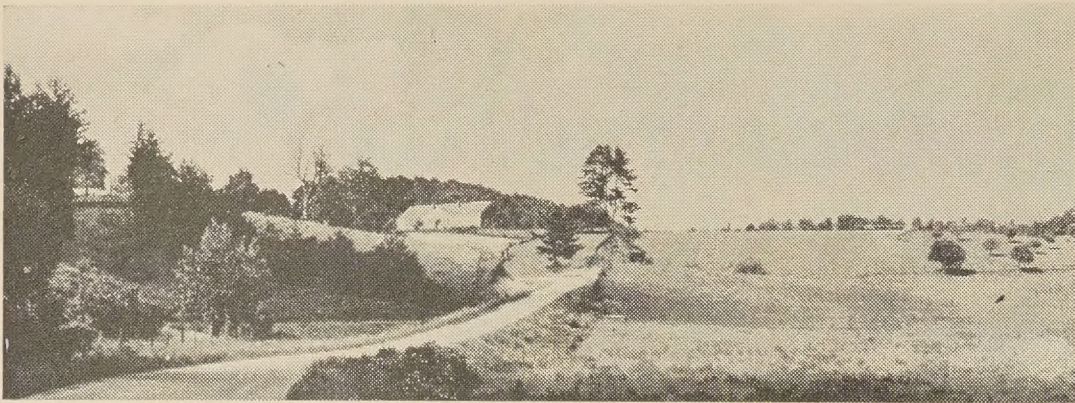
ONE BIG SALE DAILY

PHONE 269W

PHONE 269J

The Carolina Farmer

Covering the Carolinas from the Mountains to the Sea



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Volume One

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Number Three

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OUR FRONT COVER

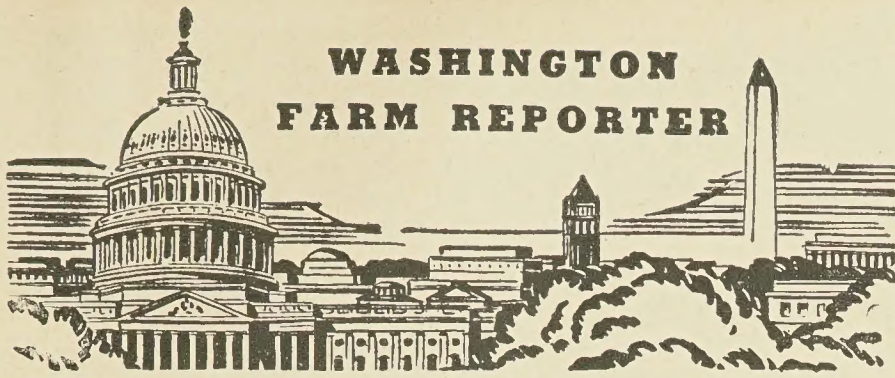
Two flowers of the South. One of the section's prettiest girls smiling at a pretty flower in a tobacco field near Wilson, N. C.

Farmers Lose A Trusted Friend

The death of Senator John H. Bankhead is indeed a blow to American Agriculture. Senator Bankhead has been a friend of the farmer and his fight for better farm conditions, broader opportunities, and the elimination of some of the farm drudgery of the past will long be remembered. He was not only the author of the cotton control act of 1934 but worked unceasingly as a true and trusted friend of the farmer during his long tenure of office in the United States Senate.

Mr. George R. Swift, former State Highway Director of Alabama will now take Senator Bankhead's seat in Congress to serve until November 5, when a successor will be elected to fill the place of the late Senator.

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Marketing Coordination Expected

Passage of the Agriculture Research (H. R. 6932) Bill is expected before Congress adjourns this summer and supporters of the measure are encouraged over provisions that make it possible for the Secretary of Agriculture to set up an "integrated administrative unit" within the USDA to coordinate marketing services, research, and regulatory activities.

Provisions of the bill dealing with marketing authorize the Secretary of Agriculture "to transfer and consolidate the marketing research service, and regulatory services" which are now scattered throughout the Department with little, if any, coordination from an administrative standpoint.

As the marketing provisions are now written, they are acceptable to the Secretary of Agriculture. Supporters of the bill, however, received USDA approval only after mandatory features dealing with the entire marketing set up were amended to read "authorized."

Most supporters of the bill are expecting the Secretary to coordinate marketing activities under an administrative unit regardless of whether he is authorized or directed to do so. In fact, the word "directed" may be added in the Senate.

The House Committee on Agriculture states in the report on the measure that "in view of the great importance of the marketing and distribution problems to the welfare of agriculture and the Nation, and of the fact that so little effective work has been done in this field in comparison with the magnitude of the problem, this committee has reached the conclusion that research in marketing and the closely related marketing services and regulatory activities of the Department of Agriculture should be handled by an integrated administrative unit within the Department, responsible to the Secretary."

Optimism of backers of the bill for passage during this session of Congress apparently is shared by officials of the USDA who last week called a staff meeting in the Production and Marketing Administration to determine "how to spend the money" which would be provided for marketing, research and regulatory programs. What many of the trade and farm organizations would have preferred would have been a conference on "how to

coordinate" marketing activities and administration in the Department.

The report on the measure insists that the administrative unit to handle marketing matters "... should be staffed with qualified marketing experts and should be permitted to utilize all its energies and resources for promoting, improving, and developing a sound marketing system without its administrative officers being burdened with other complicated problems and heavy responsibilities incident to other important functions of the Department, such as they are at present."

One of the most far-reaching and revolutionary provisions of the bill authorizes the Secretary to appropriate funds for allotment to State departments of agriculture, state bureaus and departments of markets, State agricultural experiment stations and other appropriate State agencies for cooperative research projects. The cooperating agency would have to match funds appropriated.

Final passage of the marketing sections of H. R. 6932 will be regarded as an outstanding victory for the State departments of agriculture whose leaders have been battling for adequate marketing facilities and coordination.

Bowles Departs

Stabilization Director Chester Bowles, the man who stayed too long, has packed his worldly belongings and departed Washington. Few in Washington, save the PAC-CIO folks who sponsored his blunders, were sorry to see him go.

Congress' complete lack of confidence in Bowles was largely responsible for removal of much of the administrative leeway in the old OPA law and efforts to write mandatory provisions into a new law.

Many Congressmen believe that had Bowles been willing to sacrifice his personal ambitions for the good of the country two months ago, the President would have received a bill more in line with his own ideas.

Bowles, however, stood for more and more controls against the desire of Congress to begin now to remove controls and restore private enterprise and free markets as soon as possible without causing inflation.

Bowles likely will be recorded in the history of Washington along with Gen.

Hugh (Iron Pants) Johnson and Leon Henderson, OPA's first administrator, as among those who tried to keep rigid economic controls on a free people after they were no longer wanted.

New Labor Secretaries

Something new has been added to government. The American Federation of Labor and the Congress of Industrial Organizations are sending special representatives to sit beside Secretary of Labor Schwollenbach in formulating labor policies for the nation's 50,000,000 workers.

Each of the men will have the rank of Assistant Secretary of Labor. They will assist in determining policy not only for their combined 10,000,000 members but for the 40,000,000 who belong to other unions or to no unions at all.

Congress recently granted Schwollenbach authorization to employ three additional assistant secretaries. The third will specialize in international labor matters, the Labor Secretary announced.

He appointed Philip Hannah of Cleveland to represent the AFL, John W. Gibson to represent the CIO and David A. Morse of New York to deal with international labor matters.

The appointments raise an interesting and unexpected question in regard to similar measures providing for additional assistant secretaries for Secretary of Agriculture Anderson and Secretary of Commerce Wallace.

Speculation is whether Anderson will name assistants to represent the National Grange, the Farm Bureau and other farm organizations, or if Wallace will do the same for the Chamber of Commerce and the National Association of Manufacturers.

FARM FACTS AND FIGURES

EFFORTS STARTED TO SELL MORE TOBACCO

Secretary of State, James F. Byrnes has notified Rep. Harold D. Cooley that the State Department will begin negotiations with Great Britain in the near future to eliminate or modify its policy of Empire preference in regard to tobacco.

If Great Britain lowers its tariff it is possible that they will purchase more tobacco, thus making it possible to increase production of flue-cured tobacco.

FARMERS NET INCOME

The Department of Commerce has announced in an analysis of postwar farm markets that during the war period, the net income of the Nation's farmers has increased 200 percent. The farm market is larger than ever before and should play an important part in bolstering postwar economy according to Current Business, official publication of the Department of Commerce.

Know Your Tobacco

By THOMPSON GREENWOOD

TOBACCO farmers of this state, by growing and marketing a quality product, have established themselves as the world's leading producers of flue-cured leaf.

In order to hold this reputation as producers of fine quality tobacco, farmers must give more and more attention to sorting, grading and tying of leaf before it reaches the warehouse where it is sold.

For a considerable period of time the market for North Carolina's tobacco was dependent mainly on export outlets, but as the domestic industry expanded, local manufacturers have begun to take a larger share



In the Field

of the leaf produced. Until recently, domestic consumption and exports were divided about half and half. At the present time, about 40 percent of flue-cured tobacco crop is exported.

Export trade in flue-cured tobacco, today, is being challenged by increased production in foreign countries and to meet this threat North Carolina growers should study the demands for various grades and strive to produce tobacco that meets the buyers' demands. The problem of at least part of the present day marketing difficulties must be solved at the farm. One condition which has created trouble in the selling of tobacco has been the lack of adjustment between production and the need of buyers. Growers at one time based their plantings too much on the price received the previous year and paid too little attention to the domestic consumption and the export trade of the crop.

The tobacco crop in North Carolina this season is expected to be about 11 percent larger than the 1945 crop, which was 794,500,000 pounds. This

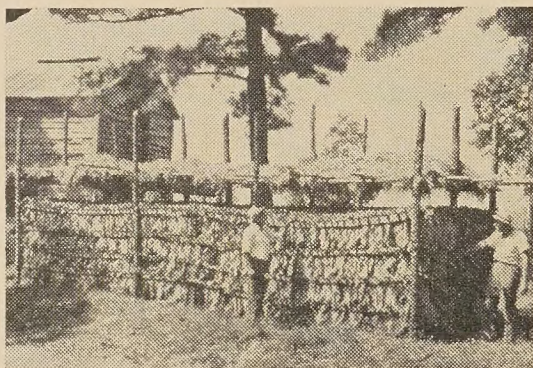
production increase may be attributed to a 12 percent advance in tobacco acreage this year and to generally favorable weather conditions and the high proficiency we have attained in growing tobacco.

Production of flue-cured tobacco promises to go to 879,600,000 pounds—58,000,000 pounds more than in 1939, when there were no quotas on tobacco production, and an all-time record.

Pointing to the tremendous increase in the production of tobacco under the quota system this year, Agriculture Commissioner Kerr Scott recently declared that an economic atom bomb would strike North Carolina if the farmers ever failed to keep tobacco under control. Fortunately they did not fail when the vote was taken and tobacco will be under control through 1949.

This year's flue-cured tobacco acreage is placed at 807,000 acres, 86,000 acres more than in 1945.

For the entire flue-cured tobacco belt, which includes some tobacco grown in Virginia and South Caro-



Ready To Barn

lina, the crop is expected to total well over a billion pounds. The total flue-cured acreage in these states is up 11 percent. The yield is expected to run around 1,068 pounds per acre as against 1,090 pounds last year.

Burley tobacco acreage is estimated at 12,500, 11 percent less than the 14,000 acres harvested last year.

Yield prospects are considerably less than in 1945, being estimated at 1,330 pounds, compared to a record yield of 1,450 pounds last year.

The Burley acreage allotments were decreased by 10 percent this year as a result of excess production and low prices received for this crop last year.

In order to hold their reputation as the World's leading producers of flue-cured leaf, North Carolina farmers must give more attention to sorting, grading, and tying of leaf before it reaches the warehouse where it is sold.

For the entire Burley belt, including Kentucky, production is expected to run 543,285,000 pounds, six percent less than in 1945. The acreage planted is down four percent from last year.

Although North Carolina within recent years has produced tremendous crops of tobacco on reduced acreages, pushing up the yield from 700 pounds to more than 1,000 pounds to the acre, there is, nevertheless, a world shortage of good tobacco at this time.

China, which ranks next to Great Britain as North Carolina's best tobacco customer, is expected to have a flue-cured tobacco crop of about 80,000,000 pounds. However, this is the point: This China-produced leaf is going to be of low quality, due to deterioration of seed, a shortage of fertilizer, and the lack of proper attention. It is important to note that in the period from 1935 to 1939 production of flue-cured leaf in China averaged 150,000,000 pounds. When you compare this figure with anticipated production this year, it is easy to see that China must maintain its tobacco imports—which usually ran upwards of 35,000,000 pounds before the war.

Now in the first quarter of this year, according to a report from Foreign Crops and Markets, China imported from this country a total of 6,400,000 pounds of flue-cured tobacco—or 30 percent more than for the same period last year.

So as we swing back toward normal trade relations, let's keep in mind the fact that there is a terrific

(Continued on Page 26)



Making Ready for the Warehouse

The Carolina Farmer

The JEEP Ready for Civilian Jobs

By
JUDSON B. SMITH

GOT a back-breaking job open on the farm? Well, the Jeep is in civvies now and is looking around for civilian jobs. It has climbed into its overalls and rolled up its sleeves. It's ready to tackle anything.

Experienced? It entered the war as a simple scout car and climaxed its military career as one of the most versatile weapons in our arsenal. It appeared on all battle fronts, in every part of the world, in all climates. It gave fantastic extremes of service across desert sands and frozen wastes, in steaming jungles and over roadless mountains.

References? Ask any GI.

The new Willys civilian Jeep wasted no time in finding peacetime work for itself in all parts of the country. It has been busily engaged in a variety of arduous jobs. In Mt. Pleasant, Michigan, two jeeps are at work in oil field operations, one plowing, discing and dragging the area around storage tanks, the other spreading cinders over the muddy surface in the spring and equipped with a snow plow, clearing lanes in the winter. They pump water, run measuring lines, snake equipment where trucks can't travel, tow trucks with heavy loads to hard surface roads, and clear locations for well drilling.

Jeeps are working at the refineries of some of the large oil companies doing utility and industrial hauling. One of the leading rubber companies has two of the vehicles for hauling personnel and supplies in and out around its warehouses. A chicle company finds jeeps efficient in bringing chicle out of the swamp.

A builder of government airports has two Jeeps for transporting men and equipment all over their construction jobs. Newspapers are testing Jeeps as vehicles for quick delivery of newspapers. An industrial plant operates one to shunt empty boxcars to the factory's railroad siding. Traction companies use them to bring in disabled buses. And lumber companies run them to haul loads of lumber around the yards.

In Hollywood Jeeps are busy around the studio lots performing feats hitherto only accomplished by the most powerful motor vehicles. They haul small sets, transport entire carloads of extras to the various sound stages, hoist heavy arc lamps into position, and bring plants from

the studio nurseries to the movie sets. One of the more unusual tasks at one of the film companies is to tote around a huge and powerful magnet to pick up nails from the studio streets.

A baseball park has a Jeep in operation as a sort of mechanical mule, assistant to the groundkeeper. It lays canvas tarpaulin over the field, and rolls it up before a game.

There's an arc-welding Jeep which enables agriculture and industry to perform on-the-spot arc-welding jobs. It brings the welder to the job rather than the job to the welder. And there's an air-compressor Jeep to break up paving, or to make big stones into little ones.

Pulling a road scraper with a six-foot blade, or a road hone, Jeeps are used for road maintenance. Airports use them for towing planes, scraping runways, and hauling baggage and cargo. Mines use them for transporting surveyors, workmen and tools, and for moving loaded coal cars at tipples. Jeeps are in use by road builders in cement mixing, oiling

highways, pumping and hauling water. A telephone company has them in service for repair crews, moving telephone poles, and stretching cable. Police departments are considering them as riot cars, and as highway patrol and towing units.

But the Jeep isn't working only in the fields of heavy industry. It loves country life. It goes for farming in a big way. If there never before was such a versatile weapon in the annals of war as the military Jeep, there never has been such an all-round work tool for the farm as the new civilian version. It's a farmer's mechanical hired man from the word Go!

Now the Jeep is hard at work on many North Carolina farms, large and small. As an example of what it can do around the clock for a farmer, take an average farm such as that of Maynard Harris in upper New York State. Harris has 75 acres at McLean which he works himself. He and Mrs. Harris live there with their three children. It's a dairy farm, and he raises his own feed—corn and oats. A hired man is hard to get these days, but he doesn't need a hired hand since he acquired a Jeep.

(Continued on Page 27)

Ample Power for Saw Mill Operation



The Standard Jeep with Power Take-Off Operates 48-inch Saw Easily
Owned by J. A. Way, Route 4, Greensboro, N. C.

'3-6-9'

The Right Combination in Selling Your

TOBACCO

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Lake City Tobacco Market

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6 Large Ultra-Modern Warehouses

9 Buying Companies Representing All
Purchasers of Flue-Cured Tobacco

HIGHEST PRICES

Courteous, Efficient Service

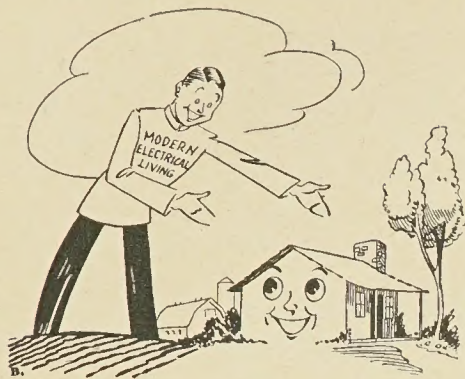
SELL IN

LAKE CITY

Center South Carolina Belt

Frozen Foods on the Farm

By MRS. MARGUERITE G. SURLES



THE American farm home is truly in for an exceptional "face-lifting!" Behind us, now are the days when we struggled along with outmoded equipment, makeshift arrangements for doing the jobs necessary in everyday living. Gone, too, is the time when we thought these arrangements an economy. Today, after many gloomy nights of war and the dawn of national readjustment, we are face to face with the glorious full light of day—the era of prosperity, national well-being, and opportunity for which we have all waited so long.

The farm home, from the reports of numerous national surveys, has been waiting impatiently for new equipment—machines and devices with which to do a better job, easier, faster, and more economically. The man on the farm studies information about new cultivators, feeders, motors, and harvesters. The homemaker peruses advertisements showing new ranges, refrigerators, mixers, and washers. Though the trends may be different, each is thinking of this new equipment as it ultimately will effect the health and well-being of the family members.

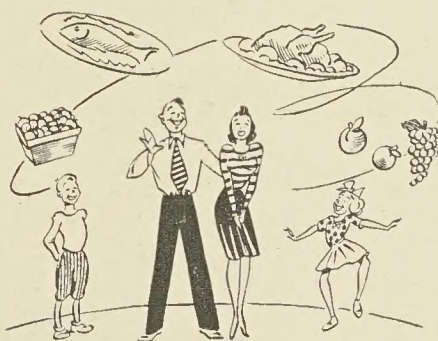
Newest of the ideas directed to the farm home is that of frozen foods. It has been about twenty years since the public was first introduced to quick frozen foods. Fish was the first product to be quick-frozen successfully and placed on the market for retail consumption. Now frozen foods, including fruits, vegetables, all kinds of meat, pastries, and other cooked foods, are available and are used all over the country.

Because freezing as a commercial method of food preservation has proved so satisfactory, it is only natural that householders should adopt this easier and more flexible way of preserving their own food stuffs, enabling each family to have a greater variety of foods for the table throughout the year. Our interest in foods—

The farmer and the home-maker can now look ahead with some degree of satisfaction anticipating the use of some of the newer labor and food-saving equipment for the farm and home. One of the newest is that of frozen food equipment which both saves and conserves

the growing, cultivation, and preservation of best varieties—has been heightened during the war years by the wonderful job done in feeding ourselves, our armies, and many abroad. Today we are faced with the necessity of feeding the starving millions in foreign lands. All the foods we grow in our own gardens help stretch the available commercial products.

The need for an adequate year-round food supply is evident in the high percentage of men rejected by the military service because of physical defects. This food supply—adequate in amount and in the necessary vitamins and minerals—is readily

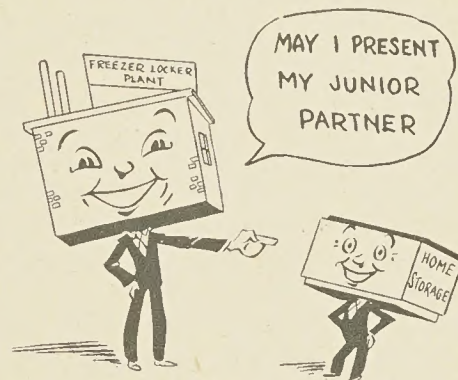


available to each family using frozen foods. The advantages of frozen foods are many:

1. Foods are as fresh when used as when gathered.
2. Color, texture, flavor, and food value are unchanged.
3. Meat supply is readily available with a choice of cuts and variety of beef, lamb, and fish as well as pork.
4. Less time and equipment is necessary in preparation.
5. There is a saving to the farmer in that there is no need to wait for butchering weather. Animals may be killed in their prime and not fed additional weeks.

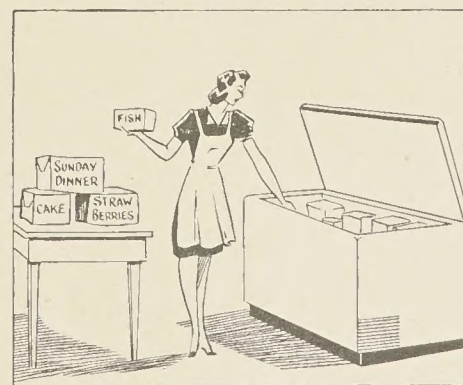
There are two methods available to the farm family for freezing and storing foods. Many communities are building, or already have in operation, community locker plants. The lockers, averaging 6 cubic feet each, are rented to individuals for storage of foods raised or bought by the renter. Available also are facilities for cutting, packaging, and freezing animal carcasses. The alternative to

the community locker plant is the home freezer. Many brands and varieties of home freezers will be on the market shortly, each with its own characteristics. The prospective purchaser of this type of equipment should consider carefully the requirements of the family before buying.



The ideal situation is that in which the home freezer is used in conjunction with the community locker. In this way, large quantities of food can be frozen and stored in the community locker and monthly supplies transferred to the home storage freezer.

Imagine how wonderful it will be to have several weeks' meals ready in advance. That's what can be done by quick-freezing your favorite cooked foods along with fruits, vegetables, and poultry in your home freezer. You can well be proud of your freezer full of delicious foods, each a masterpiece from your kitchen, garden, or seasonal market. Combined, they make many full meals or



when added to a regular meal speed the job and give lazy appetites a boost. Plan now to investigate the possibilities and advantages to your family of using this finer, more modern way of food preservation.

GREENVILLE (N. C.) PREPARED

By
W. L. WHEDBEE

LONG favored by nature as to both soil and climate, and strategically located in the center of the world's greatest bright leaf, tobacco-producing county, Greenville, North Carolina has over a period of years gradually forged ahead to its present dominant position. Now, after three generations of keenest competition, Pitt County, whose county seat and largest tobacco market is Greenville, North Carolina, has emerged as the world's largest producer and marketer of bright leaf, flue-cured, Virginia type tobacco.

Among growers, warehousemen and buying companies all over the world, Greenville, North Carolina is widely known and justly famous as the "Best Tobacco Market in the best Tobacco State in the Whole United States of America." The Greenville Market has sold as much as 79,045,070 pounds of tobacco in a single season and in the last two years alone its' tobacco sales have increased over thirty-four per cent. It can now market 2½ million pounds of tobacco daily.

There is no secret to this period growth of the Greenville Tobacco Market. Every farmer who has ever sold tobacco in Greenville can tell you the reason without a moments hesitation. It is based on two facts which are of vital importance to him. First, he knows that when he sells his tobacco in Greenville that he will receive prices which are just a little higher, day after day, than any of the surrounding markets. Second, he knows that when he drives into any of the twelve big warehouses with his valuable crop that he will receive help and service from the tobacco warehousemen in Greenville that just cannot be equaled on any market in the State. Out of these two facts grew Greenville's motto, "The Best Tobacco Market in the State."

Years ago Greenville abandoned the old "block" system of selling tobacco, under which a farmer's tobacco would sometimes remain on the floor so long that it would be trampled and dragged around and sometimes actually damaged from rotting on the floor, while it was waiting to be sold.

For years Greenville has had a "time" system for selling tobacco in all of its warehouses. Under this system delay is impossible. A farmer can tell to the exact minute when and where his tobacco will be sold. There is no loss from damaged tobacco in Greenville, caused by delay.

With the choice of twelve tremendous warehouse floors on which to place his tobacco, the farmer who sells in Greenville knows in advance that his tobacco will be offered to the buying companies in the best possible condition, and with the

ever alert and watchful warehousemen always present upon the sales floors, to protect his interest that he will receive the highest possible dollar for every pound of this precious leaf. This is what the farmer deserves for his long hours of sweat and toil and this is what he gets when he sells in Greenville. This is the reason why, year after year, for two generations the same families have sold their tobacco leaf in Greenville, to such an extent that they have organized a forty year club composed of members who have sold their tobacco in Greenville every year for forty years. This is also the



W. L. WHEDBEE
Supervisor of Sales
Greenville Tobacco Board of Trade

reason that every year new families are added to the list to such an extent that the Greenville Tobacco Market, in just the last two years, has increased in number of pounds actually sold on its warehouse floors, over thirty-four per cent. This fine record speaks for itself.

The tobacco acreages which have been allotted for the 1946 crop by the United States Government, and which have actually been grown by the tobacco farmers in the four largest bright leaf, flue-cured tobacco producing counties in the world are given below. These allotments were based fairly and impartially by the United States Government on previous years' production records of tobacco in each of these counties.

Pitt County—County Seat, Greenville, North Carolina. Principal tobacco market in Pitt County, Greenville, North Carolina. Acres of tobacco actually produced in Pitt County in 1946—45,309.9.

Johnson County—County Seat, Smithfield, North Carolina. Principal tobacco market in Johnson County, Smithfield, North Carolina. Acres of tobacco actually produced in Johnson County in 1946—39,988.1.

Nash County—County Seat, Nashville, North Carolina. Principal tobacco market in Nash County, Rocky Mount, North Carolina. Acres of tobacco actually produced in Nash County in 1946—32,424.9.

Wilson County—County Seat, Wilson, North Carolina. Principal tobacco market in Wilson County, Wilson, North Carolina. Acres of tobacco actually produced in Wilson County in 1946—29,990.2.

Not only in acres planted and pounds of tobacco produced, but also as to the quality of its tobacco leaf, Pitt County leads the world. Here men and nature have joined together in producing for the world's consumption that particular type of quality leaf, rich in color, full-flavored and aromatic which has so captured the taste of smokers over the entire globe.

As the young men in our expeditionary forces left their homes and traveled during the last great World War to England, France, The Netherlands, Belgium, Scandinavia, China, The Philippines, Russia, and the whole world to assist their comrades in arms against the common foes of Nazism and Totalitarianism, they carried with them to the four corners of the globe, tobacco, which had its birth and growth in the dark, rich, loamy soils of Pitt County.

It is little wonder that when the marketing season opens it finds Greenville, North Carolina, a virtual "beehive" of activity. Representatives of all of the tobacco buying companies in the world are here in Greenville anxiously awaiting their chance for competitive bidding for the world's finest bright leaf, flue-cured tobacco. Greenville has twenty large warehouses and factories exclusively devoted to the sale and processing of smoking leaf. The auction warehouses in which this tobacco leaf is sold at public auction are gigantic in size, and must be in order to take care of this tremendous crop which is annually marketed here. Below are listed the names of the auction warehouses alone, together with their owners.

Empire Warehouse—Mr. Harvey Ward
Keel's Warehouse—Mr. R. V. Keel—
Mr. James Keel

New Carolina Warehouse—Mr. Floyd McGowan

Centre Brick Warehouse—Mr. Dow Lassiter

Dixie Warehouse—Mr. Biggs Cannon—Mr. Bill Cannon—Mr. Tom Cannon.

McGowan's Warehouse—Mr. C. Hugh McGowan

Morton's Warehouse—Mr. W. Z. Morton—Mr. W. Z. Morton, Jr.

Harris & Rogers Warehouse—Mr. R. E. Rogers—Mr. Ed Harris—Mr. H. R. Rogers
Star Warehouse No. 1.—Mr. B. B. Sugg & Sons—Mr. Guy V. Smith

Star Warehouse No. 2.—Mr. B. B. Sugg & Sons—Mr. Guy V. Smith

Victory Warehouse—Mr. Gus Forbes—Mr. O. L. Joyner—Mr. Harold Forbes

Gold Leaf Warehouse—Mr. Floyd McGowan—Mr. N. G. Raynor

In addition, the following buying companies will be operating full force on the Greenville tobacco market this year: The American Suppliers, Inc., The Export Leaf Company, The E. B. Ficklen Tobacco Company, The Greenville Tobacco Company, Liggett and Myers Tobacco Company, The Imperial Tobacco Co., Ltd., The R. J. Reynolds Tobacco Company, and The Person-Garrett Tobacco Company. The branch managers of these companies are as follows:

American Supplies—Branch Manager, F. W. Laws

The Export Leaf Tobacco Company—Branch Manager, L. T. Shotwell

The E. B. Ficklen Tobacco Company—President, J. S. Ficklen

The Greenville Tobacco Company—President, C. W. Howard

Liggett & Myers Tobacco Company—Branch Manager, J. L. Kolgo

The Imperial Tobacco Company, Ltd.—Branch Manager, W. T. Lipscomb, Jr.

The R. J. Reynolds Tobacco Company—Branch Manager, H. H. Calvert

The Person-Garrett Company—President, R. M. Garrett

The Greenville Tobacco Market opens its 56th marketing season on August 19, 1946. Never before in the history of the market have the facilities of the tobacco warehouses and buying companies been more keenly attuned to the possibilities of the greatest marketing season that Greenville, North Carolina has ever had. Every preparation has been made by the Tobacco Board of Trade, the warehousemen and all of the buying companies to assure that the year 1946 will be a banner year for the Greenville Tobacco Market.

The three independent tobacco companies which are located and which operate in Greenville, North Carolina are known throughout the whole tobacco world, wherever leaf tobacco is bought, sold and exported. It would be impossible to find three men whose standing in the tobacco profession is any higher than that of Messrs. J. S. Ficklen, President of E. B. Ficklen Tobacco Company; C. W. Howard, President of Greenville Tobacco Company; and R. M. Garrett, President of Person-Garrett Company. Year after year they have rendered to the tobacco trade of the world such outstanding service that it is axiomatic wherever the word tobacco is of any importance that "an order placed in Greenville is an order satisfactorily filled." Friendships built up by many years of satisfactory business dealings throughout the entire world and over the entire section of the United States in which tobacco is grown and marketed, has placed these three independent companies in a uniquely favorable position to render outstanding service to their world-wide customers.

Mr. J. S. Ficklen is President of the E. B. Ficklen Tobacco Company, Mr. A. C. Ruffin is Vice-President, Mr. L. S. Ficklen is Secretary-Treasurer. In order to give even better service to its customers, this independent company has installed this

year new super redrying machines which will double its redrying capacity.

Mr. C. W. Howard is President of the Greenville Tobacco Company, Mr. N. S. Beard is Vice-President, Mr. M. V. Jones is Secretary-Treasurer. During the past two seasons, this company has spent considerable sums of money in making additions to and modernizing their facilities for the proper handling and processing of leaf tobacco, which enables them to give the highest type of service to their customers, both foreign and domestic.

Mr. R. M. Garrett is President of the Person-Garrett Company and Mr. J. R. Hodges and Mr. W. S. Bost are Vice-Presidents. This company has made many recent improvements and additions to its physical plants, and is now in a position through these recent improvements and additions to stem and process more tobacco than ever before. This company is prepared with modern and efficient equipment to care for an almost unlimited amount of tobacco.

The fact that this article is written about the Greenville Tobacco Market should not mislead one to believe that these three independent companies operate only in Greenville, North Carolina. In fact, they operate on all the tobacco belts, Florida-Georgia, South Carolina, Border Belt, New Bright Belt, Middle Belt, Old Belt, Dark-Fired Belts, and Burley Belt with equal promptness and satisfaction as they operate on their own home market of Greenville, North Carolina.

One of the outstanding characteristics of the Greenville Tobacco Market has been the fine spirit of cooperation between the owners and operators of the twelve auction tobacco warehouses located here. Ever proud of their fast growing market and its tremendously expanding business, they have pulled together as one man to leave no stone unturned which make Greenville, North Carolina a bigger and better market both for the grower and the buying companies. They have an active cooperative organization which is known as The Greenville Tobacco Warehousemen's Association whose 1946 officers elected at their annual banquet, are: Guy V. Smith, President; H. R. Rogers, Vice-President; and N. C. Raynor, Secretary-Treasurer. I would feel myself remiss if I did not here mention a few of the outstanding characteristics of the tobacco warehousemen who own and operate these twelve tremendous auction tobacco warehouses. These men are specialists in their field. With an uncanny sense of timing, they inform the farmers when and where to place this tremendous flow of golden leaf in order that it might receive the promptest sale possible and with the least damage which would injure both the farmer and the buying company. Their clientele is legion and the loyalty of their customers, who have sold with them year

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An Ocean of Roofs



Part of the Tobacco Warehouses and Processing Plants in Greenville, N. C.

—Courtesy of the Greenville Chamber of Commerce

TABOR CITY

The Town With a City Future

We Furnish a Market for All Farm Commodities and You Are Assured of Highest Prices for Your

TOBACCO

And All Other Farm Produce When You Sell With Us—



THE FOLLOWING MERCHANTS ARE AT YOUR SERVICE THE YEAR ROUND

Firestone Home & Auto Supplies

A Home Owned Store

J. P. Dicus, Jr., and G. G. Fowler, Owners

New Farmers' Warehouse Co.

R. C. Coleman, Mgr.

S. W. Garrell Store

Star Brand Shoes — Groceries — Feeds

S. W. Garrell, Owner

City Cash Store & Market

Grade A Meat — Fancy Groceries

R. B. Britt—We Deliver

S. & T. Motor Company

We Service All Make Cars and Trucks

I. W. Shooter, Mgr.

Western Auto Associate Store

The Leader of Values in Our Line

S. T. Rogers, Owner

Carolina Warehouse

Proprietors

James W. Peay — G. R. Walden

Garrell's Warehouses

B. A. Garrell, Prop.

Carolina Department Store

We Clothe the Entire Family

S. P. Smith, Owner

Lewis Gore Company

Trade Where Your Dollar Goes Farther

Lewis Gore, Owner

Tobacco Quality Must Improve

By
L. L. GRAVELY

The following are excerpts taken from the address of the President of the Tobacco Association of the United States in Annual Convention in Raleigh, N. C., on June 27 and 28, 1946.

IT is my pleasure to welcome you to the first annual convention your Association has had for four or five years and to express the hope that much good, as well as great pleasure, will result. As you know, the members of our Association gladly cooperated with the Office of Defense Transportation and suspended our annual convention during the past four or five years.

Your Board of Governors at its winter meeting in Richmond unanimously passed a resolution endorsing the proposed British loan for approximately three and a half billion dollars. The present status of this loan is that it has passed the Senate of the United States and is now pending in the House of Representatives. It is hoped that this loan will go through before the opening of the coming tobacco season.

On July 17, 1945, the Office of Price Administration, with the approval of the United States Secretary of Agriculture, issued Revised Maximum Price Regulation 549 establishing ceiling prices on a weighted average basis for the 1945 crop. This ceiling price was established at \$40 per hundred green weight for loose leaf tobacco and \$44.50 for tied tobacco. This regulation likewise set forth charges that could properly be made for the purchase and handling of the tobacco. There were no material changes from the order of 1944 in the mark-up factors allowed dealers.

On July 18, 1945, the War Food Administration issued its allocation order for the 1945 crop flue-cured tobacco, which allocations were arrived at on the same basis as the previous year. The original order allocated to dealers 95 per cent of the amount allocated under the 1944 order. On August 17, this was amended to increase the allocation to 115 percent and was again amended on September 18, increasing the allocation to 125 percent. On October 17, this allocation was increased to 135 percent and on January 17, 1946, an order was issued lifting all allocations.

Marketing quotas allow the farmers for the 1946 crop an increase of 10 percent and it is the present general opinion that most of the grow-

ers in all belts, except Georgia, have taken advantage of the increase allowed. Present growing conditions indicate a crop as large as the record crop of 1945.

Producers' Sales and Averages By Belts

The Georgia and Florida markets opened on July 24, and when sales were completed, there had been marketed 126,156,082 pounds at an average of \$39.55.

South Carolina and Border markets opened on August 1, and when the selling season closed on October 5, sales amounted to 251,749,126 pounds at an average of \$43.95.

Eastern North Carolina opened on August 21, and upon the close of this belt's sales on November 30, 374,471,793 pounds were sold at an average of \$44.19.

Middle Belt markets opened on

September 11, while January 18 marked the closing date with sales amounting to 142,155,024 pounds, averaging \$44.02.

Old Belts markets opened on September 18 and closed on January 15; for this belt producers sold 267,616,903 pounds at an average of \$44.44.

The 1945 Flue-cured crop was the largest on record with total producers sales of 1,161,442,012 pounds, selling for an average of \$43.67. This poundage exceeded the previous crop by 8 percent and the 1939 crop, which was the largest in history, by 2.5 percent. It far exceeded all other tobacco crops in value by bringing a total figure of \$507,246,536.

Warehouse resales totalled approximately 121,000,000 pounds or about 9.42 percent of total sales. Scrap sales totalled approximately 9,000,000 pounds at an average of 4.7 cents per pound.

Sales in the Dark Virginia Belt totalled 11,148,045 pounds at an average of \$32.35. This fell short of the
(Continued on Page 17)

High Prices and Good Quality Go Hand in Hand



—Courtesy Lumberton Chamber of Commerce

Wendell Prepares for Biggest Market In Its History

THE town of Wendell, situated in the heart of the best cigarette tobacco land in the world, is leaving no stone unturned in making preparations for what it confidently expects to be the greatest marketing year in its entire history.

Inspired by one of the best seasons since the market opened more than a quarter of a century ago, when in 1945 14,468,000 pounds were sold with only one set of buyers, local interests, assisted by the Wendell Tobacco Board of Trade, are making plans to increase facilities so that triple this amount can be handled in 1946.

New Warehouses

Indeed, J. S. Bernard and J. C. ("Bud") Vann, who operate the Star and Vann warehouses on the local market, assisted by Curtis Walker, who is associated with them this year, have invested \$75,000.00 in two new modern warehouses which will add approximately 60,000 more square feet of space to the market.

Roy Clark and R. R. Meador, who operate the Farmers Warehouse, have had a spacious lot graded on Third Street for the purpose of adding another house to their holdings. Scarcity of materials will prevent the erection of this house for the current market's opening, but they declare it will be ready for the 1947 season.

Tobaccomen who have operated on the Wendell Market for many years say that 50,000,000 pounds of tobacco are grown in the area nearer to this market than to any other. It is no wonder that the Wendell Market is destined to grow by leaps and bounds.

Farmers Want More Buyers

Most outstanding need of the market at the present time is an additional set of buyers. The growers, themselves, through their different farm organizations, have demanded two sets of buyers for the Wendell Market.

Back in February, the Rolesville Farm Bureau Federation, the Wendell Grange, the Corinth-Holder Farm Bureau Federation, the Wake- lon Farm Bureau Federation, the Wendell Farm Bureau Federation, and the Panther Branch Farm Bureau Federation all passed resolutions addressed to the major tobacco companies asking for another set of buyers for this market. Backing these

requests were resolutions by the Rotary clubs of Zebulon and Wendell, the Cedric Harris Post of the American Legion, many of whose members are farmers, and the mayor and board of commissioners of the Town of Wendell, all of which set forth pertinent facts showing the need for these requests to be granted.

Excellent Facilities

Facilities on the local market at the present time are excellent. The Monk-Henderson Tobacco Company is a modern, fully-equipped redrying plant. The Renfro-Whitley Tobacco Company, which purchases tobacco on order, and on its own account, renders an excellent service to its customers, and the six warehouses are staffed by men of experience who insist that the farmer be treated fairly and who have always helped him get the highest dollar possible for his product.

Officers of the Monk-Henderson Tobacco Company are J. J. Henderson, president; A. C. Monk, Jr., vice-president, and E. R. Sykes, Jr., secretary-treasurer.

J. O. Renfro is president of the Renfro-Whitley Tobacco Company, Philip R. Whitley is vice-president, W. E. Stott is secretary, and Mrs. J. O. Renfro is assistant secretary and treasurer.

Operate Warehouses

The Star, Vann, Bernard No. 1 and Bernard No. 2 warehouses are operated by J. S. Bernard, J. C. ("Bud") Vann, and Curtis Walker; the Farmers Warehouse is operated by Roy Clark and R. R. Meador, and the Planters is operated by E. Moore, E. H. Price and Billie Moore.

Robert Coley, general supervisor for the Vann, Star, and Bernard No. 1 and No. 2 warehouses, and Lee Mattox, long associated with these interests, are familiar to thousands of farmers who bring their golden weed to this popular market.

Jimmy Hobgood, son of one of the pioneers of the market, who is associated with the Farmers Warehouse, is following in the footsteps of his father in helping build the market and make satisfied customers.

Good Buyers

Buyers on the Wendell Market are among the best in the entire belt. They always enjoy their assignment to this market because the townspeople treat them not as strangers

but as friends, and go out of their way to make their stay during the season enjoyable.

Foreign and domestic manufacturers represented on the market include the Imperial Tobacco Company, Export Leaf Tobacco Company, American Suppliers, Inc., Philip Morris Tobacco Company, R. J. Reynolds Tobacco Company, Liggett and Myers Tobacco Company, and P. Lorillard Company.

Merchants in the town, hampered during the past several years by the inability to supply their customers with needed wares, have now been able to obtain a great many items formerly out of production.

Hardware stores, clothing establishments, electrical, plumbing and auto appliance dealers, and food merchants, all are prepared to offer for sale the best and largest stock of goods since the war ended.

Recreation

For entertainment, the Town of Wendell boasts one of the best of the smaller theatres where first-run pictures are featured, and within a few miles are a dozen or more excellent lakes where fishing, boating and swimming may be enjoyed by those who prefer the out-door type of recreation.

Two first-class restaurants, Joseph's, with a Grade-A rating, and Perry's, just opened in June in modern quarters, offer a cuisine seldom found outside the metropolitan areas. Joseph's features southern cooking, and Perry's specialty is barbecue, both chicken and pig, cooked on its own outside pit. Perry's has not been graded since moving into its new building, but an investigation shows it to have the equipment required by the State Board of Health for a Grade-A rating.

The people of Wendell are collectively progressive and democratic, free from snobbery and friendly to strangers. This attitude as much as anything else has helped the market grow from one on which sales increased from 4,545,900 pounds in 1934 to 14,468,000 in 1945.

The major tobacco companies cannot long ignore the demands of local tobacco growers for adequate buyer representation on the Wendell Market, and when assigned to this market, as they most surely must, it will be among the biggest in the state.

Wilson Expects Record Year

ON the morning of September 3, 1890, the population of the village of Wilson, North Carolina, was only slightly over 1,000 good-hearted and hard-working souls. They had heard, and seen of this new weed that farmers were growing commercially in the Carolinas—tobacco—but they had never seen the actual sale of it at public auction.

Tobacco was nothing new in the Carolinas. It had grown in the Jam O' the Fence for private consumption for years, and further back than that hogsheads of tobacco had been rolled down what is now U. S. Highway 301 and on to seaports to be sent to England.

But on this morning, 56 years ago, excitement reigned in Wilson, North Carolina. The late Charles Fleming had some tobacco on the floor of the single small warehouse in town. It was fair tobacco, as the weed went then. It must have been, for there wasn't any OPA in those days and the weed sold for 50 cents a pound.

This day 56 years ago marked the opening of the tobacco market that has grown into the largest bright leaf tobacco market in the world.

This record of the world's largest bright leaf mart has been consistent down through the years and still is that way.

By
JOHN G. THOMAS

In 1945 there was some contention about Wilson's right to this title on the part of Winston-Salem, at the end of the '45 selling season, total sales in Winston were around a million pounds higher than in Wilson.

But when the United States Department of Agriculture finally released its 1945 report on the marts later, it was found that Wilson was still the leader and that the difference had been in "resales" and not in actual sales.

From 1890 to 1946 the population of the Town of Wilson has grown from a town of a few houses and around 1,000 population to a city of many homes—some of the finest in the whole state among them—and a population of some 23,000 persons. Between 1930 and 1940 alone Wilson showed the second largest growth of any town in the state of 10,000 or more population.

Most of this growth has been due to the tobacco market here and the expert handling of sales and the courtesy extended farmers by the warehousemen and tobacco-nists.

From a town of one small warehouse in 1890 the town's tobacco market has grown to not only the largest bright leaf tobacco market in the world from the standpoint of sales, but to a market with 13 of the world's largest and best equipped warehouses together with buying representatives from every tobacco interest in the entire world today. There are in Wilson, also, some 10 redrying plants. In one instance this year, one of these plants has added enough redrying space to over double its redrying capacity over last year.

Wilson is definitely the world's tobacco buying center for bright leaf tobacco. It is not only the buying center but it is in almost the exact center of the richest tobacco producing area in the world—the New Bright Leaf Belt.—If you will take a map and trace this belt on it you will find that Wilson county is not only in the center of the belt but you also find that Wilson county is in the center of the richest tobacco growing area, from point of acreage, in that whole belt.

Last year in Wilson on the market there a total of 68,331,654 pounds of tobacco was sold for a total of \$30,217,545.70. This was an average of \$44.23 per hundred pounds for the season.

This year tobacco-nists expect in Wilson, with an extra set of buyers above last season, that they will sell a good many more pounds of the weed at even better prices than they did last year.

Last year, because of wartime exigencies there were only four sets of buyers on the local market but this year there will be five sets again when the mart opens on August 19.

Wilson's 13 great warehouses are locally owned and have a total floor space of 1,000,000 square feet, which gives the visiting farmer a chance to display his wares well on the warehouse floor and assist him in getting his weed on the floor quickly.

With the additional floor space by two new warehouses this year from last, the mart will really be ready for the big time when it opens on August 19.

Wilson's warehouses include Centre Brick No. 1 and No. 2; Planter's No. 1 and No. 2; Smith No. 1 and No. 2; Watson No. 1 and No. 2; Banner; Farmers; Big Dixie; Carolina; and Big Star. All are run by seasoned and expert warehousemen and tobacco-nists who are always ready to serve the farmer to the utmost of their ability—which is very great in the world's largest weed mart.

For the "high dollar" is paid in Wilson for tobacco and the market men in the town will tell you that Wilson's ware-

(Continued on Page 21)

On the Market



Whiteville

**SELLS
MORE
POUNDS**

There Must Be Reasons

**TOPS
SERVICE
PRICES
SATISFACTION**

**SALE EVERY WAREHOUSE
EVERY DAY**

*Plenty Floor
Space for You*

**55c AVERAGE
FIRST 2 DAYS**

**WHITEVILLE
TOBACCO MARKET**

Tune in WENC

1240 on Your Dial

Grange Gleanings . . .

FARM AND HOME CONVENTION August 19-23

North Carolina farm men and women look forward with great enthusiasm to the Farm Convention which will be held at State College, Raleigh, August 19-23. Red letter day for Grange members will be Tuesday, August 20, which we are designating as Grange Day. An outstanding program has been arranged and the State Grange will be host at a reception following the evening program. Grange members are urged to be present and to register at Pullen Hall.

STATE GRANGE CONVENTION Clinton, October 23-24

The 18th annual session of the North Carolina State Grange will be held at Clinton, N. C., Sampson County, October 23-24. The session will open at 10 a.m. Wednesday and will close Thursday night immediately following the presentation of the Sixth Degree.

Each Grange in the state is entitled to two delegates, the Master and his wife or alternates selected by the Grange (man and wife.) Delegates will be housed in the town of Clinton. All of the civic clubs and local organizations are cooperating wholeheartedly in the entertainment of the Convention.

Resolutions

In order to expedite matters at the State Convention, we are requesting that **ALL RESOLUTIONS** be sent in to the State Grange office not later than October 15 where they will be classified, numbered and referred to the proper committees. Your full cooperation in this matter will greatly improve the work of the Convention.

Program

An excellent program is being arranged which will feature agricultural speakers of National prominence and a barbecue supper on Wednesday evening. On Thursday evening the Fifth and Sixth Degrees will be conferred. The Grange program will be adopted during the sessions Wednesday and Thursday.

Let's cooperate toward making the 1946 Convention the most outstanding in the history of the Grange.

CONGRESS ADJOURNS

The work of the 79th Congress ended August 3 and members are enjoying their first full-fledged vacation since 1940. One of the important last minute items was the bill providing additional funds for agricultural research and marketing. Broad in scope, the bill provides for research which will increase production, find new uses for agricultural products

and improve marketing services. The National Grange has advocated legislation of this kind for several years. Commissioner W. Kerr Scott said: "This bill will give the farmers a service they have needed for many years. It will help them find profitable markets for the increased production which has been brought about through scientific farming methods."

Congressman Graham A. Barden attended ceremonies at the White House August 1 at which time President Truman signed the Vocational Education Bill. This bill provides additional funds for vocational education. Federal funds must be matched by the states.

The bill which consolidates credit agencies into the Farm Home Corporation was passed by both Houses on Monday of the closing week. This gives the FSA definite legislative status.

The DeControl Board was quickly confirmed by the Senate. In effect, the Board is an Appeal Court. It will handle appeals on decisions of the Secretary of Agriculture in the case of foods and other commodities and on decisions of the OPA administrators in the case of non-agricultural products. Meat, dairy products, grain and cottonseed will be subject to control on August 21 unless the Board decides otherwise.

TOBACCO SUPPORT PROGRAM

The Flue-Cured Tobacco Cooperative Stabilization Corporation will provide support prices for flue-cured tobacco over the entire belt. The objective of the Corporation is to make it possible for tobacco growers to obtain government loans whenever it is to their advantage to do so. In order to realize the benefits of this program, the tobacco grower is required to become a member of the Stabilization Corporation and membership requires the purchase of at least one share of common stock at \$5 per share.

The State Grange Master recently attended conferences in Washington conferring with Agriculture officials regarding the need for more money for field workers of the PMA; also with National Grange officials regarding the proposed permanent decontrol of milk and dairy products.

A telephone exchange is being built at King in Stokes County. The Mountain View Grange is responsible for sponsoring this much-needed telephone service.

A Pomona Grange, composed of 12 Subordinate Granges, was organized recently in Sampson County.

Farm Bureau...

Shaw Urges Farmers to Rally Behind AAA

The record vote given by the flue-cured tobacco farmers in the recent referendum is one of the most encouraging signs that I know that the tobacco farmers, at least, are rallying to our great AAA Program that has led us out of bankruptcy into the economic position that we enjoy today.

It has been discouraging to me in recent years to see the indifference and complacency on the part of a great many farmers. Back in 1919 we came to the conclusion that war prices were normal prices and that tobacco would always sell for \$1.00 per pound. We purchased additional land, equipment, and planned for farming operations on this philosophy. Then came the 20's and the collapse of farm prices which forced the closing of 2200 rural banks and ultimately led to the economic paralyzation of rural America, which in turn led to the depression of the 30's.

In this dilemma your American Farm Bureau presented to President Roosevelt the original AAA Program which included acreage adjustment and also large appropriations for direct payments to farmers to make up part of the difference between the price we received and the parity that we were entitled to receive in the market place. These payments amounted to millions of dollars to the cotton and tobacco farmers of our state and these checks often made up the difference between our success and failure from a financial standpoint. It would be quite interesting to see a list of farms that were saved from tax foreclosures by these parity checks.

The authors of your AAA Program never intended this type of program to be anything but temporary and their ultimate

goal was to gradually increase the price in the market place so that these payments would become unnecessary.

In 1940 the American Farm Bureau was able to pass through Congress the Bankhead Mandatory 85% Parity Loan and the Steagall Act which increased the price of farm commodities to the level that parity checks become unnecessary.

Since 1941 the functions of AAA have been largely the carrying of the statutory responsibilities of the AAA relating to marketing quotas, acreage adjustment, and has played an important role in the distribution of Grant-In-Aid material and soil conservation.

Our AAA Program has been built and maintained by the sacrifice of time and money on the part of thousands of our farm leaders. No agency of Government has ever extracted more sweat and blood out of County Agents, Committeemen, office employees, than has the AAA.

As we go into the post-war era we need our AAA Program more than ever before. The cotton, wheat, peanut, corn and livestock producer must come back to an adjustment program if we expect to maintain fair prices. The improved production technique in recent years will very soon be giving us unheard of surpluses in this country, and remember a large percentage of our troubles in the past have come from surplus production.

The AAA offers us the machinery whereby the farmers of the nation can unite under one common agricultural program.

The next few months will determine whether farmers can stand temporary prosperity and not forget the program that led up to that prosperity.

TOBACCO QUALITY MUST IMPROVE

(Continued from Page 13)

previous year by about 2,000,000 pounds while the average price was about eight cents higher.

The Sun Cured market opened in Richmond, Virginia, on December 4, and when a final sale was held, it was found that a total of 2,231,652 pounds had been sold at an average of \$33.77.

Burley sales began on December 3 and closed at the end of March. Producers' sales amounted to 575,000,000 pounds with an average of \$39.55. As in the prior season, the entire crop was Government graded with an OPA ceiling price on each grade.

The Maryland market opened on May 21. This year there is no top

ceiling price as set by OPA in that market. Sales in this belt are still in progress. Present sales are averaging well over \$55. It is predicted that producers' sales will be considerably less than last season. Probably not over 20,000,000 pounds.

The estimated supply of flue-cured tobacco on hand as of January 1, 1946, was 1,496,904,000 pounds which was about 34,000,000 pounds higher than last year; however by April of this year, the supply had been reduced to 1,251,669,000 pounds.

The disappearance during 1943 was 980.2 million pounds. During 1944 the disappearance was 1,152.3

(Continued on Page 22)

Sell Your TOBACCO

in

FARMVILLE

NORTH CAROLINA

IN THE CENTER

of the

BRIGHT LEAF BELT

Five Large

Modern

Warehouses

EXPERIENCED

WAREHOUSEMEN

Two Sets of Buyers

For 42 Years

The Steadiest Market

In Eastern

North Carolina

Bring Your Tobacco

to

FARMVILLE, N. C.

The Town of Opportunity

WILSON

invites you

TOBACCO

in

WORLD'S LARGEST BRIGHT

— Market Open

13 Warehouses equipped to handle
7 million pounds a day

FIVE

SETS OF

25 Hours Selling Time on each

While selling your tobacco in Wilson stop


N, N. C.

o sell your

ACCO

ts

LEAF TOBACCO MARKET

is August 19 

10 Large and modern Factories
and Redrying Plants
equipped to handle daily sales

/E

BUYERS

n sales day during the season

and shop in the Town's well stocked stores

.. The Carolina Homemaker ..

VIRGINIA homemakers are appealing to the Extension Service as never before for housing information. All surveys and studies of the housing situation throughout the nation indicate that there is a great need for improved housing in rural areas. Many families who have had higher net incomes during the war period plan to use part of their savings for repairing and modernizing their old houses or building new ones as soon as materials are available.

Most people do not realize that our present housing shortage has been coming on for 12 to 15 years. The return of the veterans has accentuated the shortage of houses. This shortage is really an accumulated deficit in home building which is due to the depression years of the thirties and to the war years of the forties when we could not build.

The 1940 census showed that Virginia farm buildings (all kinds) had declined \$40,000,000 in value in 10 years. There is no reason to believe

Housing

By
MISS MAUDE E. WALLACE

preference. This may indicate a trend toward more masonry houses since present state figures show 96 percent of the houses are of wood. Forty-five percent of this group are planning to remodel their homes. Some good indications of what farm women want in a house are given.

As we develop designs and plans for farm homes, we will know that 62 percent of this group think basements are important, that 63 percent are not willing to give up the dining room for a combination living and dining room, that 45 percent do not want an entrance hall in the farm home, and that 80 percent plan to have a bathroom.

This article written by Miss Maude E. Wallace of the Virginia Extension Service, although based on Virginia conditions, is basically applicable to the Carolinas. You should have new ideas after reading from an authoritative source.

that conditions were improved after 1940 or during the war. They are probably much worse.

In order to understand rural family needs and to help them use their housing dollars to the best advantage possible, the Virginia Extension Service has instigated a housing program. Late in 1945 a survey to establish what the farm people feel are their housing needs and what they want in a farmhouse was made by the Agricultural Engineering Research Department with the assistance of the home demonstration agents. Each agent sent out 100 questionnaires to her club women. These women were selected so as to give a good cross section of needs in the country. About 1600 of these were sufficiently complete to be used. Although many women failed to answer parts of the questionnaire, it was possible from these 1600 questionnaires to learn of many interesting needs, facts and trends in rural housing. Twenty-one percent indicated that they were planning to build a new home. When asked the type of construction planned, 51 percent expressed no

The Rural Sociology Department of Research has a housing survey ready to launch which will show additional facts. The objectives of this survey which is being made now are:

1. To obtain the facts of rural housing in Virginia in relation to requirements of health, convenience, and family income.

2. To ascertain attitudes of rural families toward housing improvements in comparison to other wants.

3. To ascertain the reasons why some rural houses are above, while others are below, generally recognized standards.

4. To make recommendations for improvement of rural houses in various income groups so that standards of health and conveniences may be more adequately met.

This study is underway now in Halifax, Pittsylvania, Mecklenburg and Rockingham Counties.

The Virginia Federation of Home Demonstration Clubs, an organization started in 1923 and now having more than 31,000 members, is placing special emphasis upon housing as one of their goals.

In the old homes, of which Virginia has a large number, and in many of the more recently but inadequately built homes, the burdens of house-keeping are heavy. With the farm labor situation as it has been during war years allowing limited help both on the farm and in the home, the whole family now seems to be conscious of the need of improvements. The lack of running water, lights and other electrical equipment, and better heating all contribute to the poor health conditions found in many rural communities.

Recent census figures show that only 31 percent of the farm homes (white) have electricity while only 5 percent of the non-white homes have this service. Only 16 percent of the farm homes (white) have running water and only 1 percent of the non-white homes have this convenience. About 14 percent of the mortgage indebtedness of farmers was reduced during the war years. The purchasing power of the average family has been improved. Therefore savings which have heretofore had to go into paying these mortgages and other forms of indebtedness can now be used for installing water and lights, and later they will purchase, we hope, labor saving equipment which will lead to a higher standard of living in rural Virginia.

Better housing is a measure on which full cooperation of agencies and departments is needed. In addition to the work undertaken by the Extension Service it is evident the research and resident departments of this land-grant college have a contribution to make in the housing program.

The State Agricultural Commission appointed by Governor Darden recommended that educational programs be instituted in this field to lead farm

Ice cubes can be frozen more quickly in the compartment of your refrigerator if the tray bottom or freezing surface is wet when the tray is placed in the freezing compartment.

people to want better housing and to be willing to sacrifice to get it. They felt that this situation challenged both public and private agencies to more adequate research and more aggressive educational programs in the housing field.

Tabor City, Year Round Market

THREE great farm crops—tobacco, lumber and sweet potatoes—are setting the pace for unparalleled prosperity in the Tabor City area of North Carolina where the Old North State joins hands with South Carolina along the great border belt.

Laying claim to the title of the world's largest sweet potato market, Tabor City also boasts of its magnificent tobacco market and its thriving lumber industry.

Bringing up the rear, but equally important in the development of the town and the year-around prosperity of the surrounding community, are strawberries, Irish potatoes, beans, cucumbers, eggs and poultry.

This, then, is the story of the Tabor City area's present and future. It is not seasonal. Something is sold on the Tabor City markets every month in the year.

Forty-one years ago Tabor City was incorporated with a population of 105 and it has grown until today it has a population of 2,522 and 100 business establishments, according to a recent survey by R. E. Reynolds of the engineering firm of Eutsler & Reynolds, Whiteville, now engaged in drawing a municipal plan for future development.

Tobacco is still the major item in the town's ten million dollar market with better than \$4,500,000 being paid out last year to the farmers who sold on the floors of Tabor City's three warehouses in 1945. This year's facilities have been increased by the addition of a new warehouse, thus opening up possibilities of a six-million-dollar market.

Lumber comes second in dollar return to farmers with the total closely approaching the three-million mark.

One of the fastest growing markets in the history of the community is that of the sweet potato industry.

From almost nothing a few years ago the industry has grown until today it is pouring nearly two million dollars into the pocketbooks of this prosperous farm community.

Significant in the development of sweet potatoes growing in this section is the keeping quality of the potatoes from market to consumers. This is largely credited to the type of soil found in the immediate area. This factor has aided greatly in the rapid advance of the sweet potato to a challenging position with lumber and tobacco.

Large curing houses, some of them of the most modern design, and de-

hydrating plants have sprung up. Two of the latter will begin operation this season.

In the early history of Tabor City, strawberries were the chief agricultural interest of the farmers. Income yield from strawberries is still important and last year amounted to more than \$290,000. This farm product resulted in the town's first industry, The D. J. Hughes Crate factory, which started in business in 1910.

The Reynolds survey listed other farm products as yielding the following dollar totals to growers: Beans, \$121,600; cucumbers and peppers, \$25,420 and Irish potatoes, \$175,870.

Growth of the markets has resulted in a steady development of Tabor City as a trading center. This recent survey placed the estimate on retail sales at \$25,000,000.

Figures do not, of course, tell the story of a community. A progressive, co-operative spirit has predominated throughout the years. Growth has been so rapid, however, that construction and housing have been unable to keep pace.

Bakery, laundry, photographic studio and other business openings exist even now.

Two steps looking toward the future development of Tabor City have been initiated by the forward-looking business men of the community.

The first of these included the organization of the Tabor City Merchants Association with a full-time executive secretary who will also serve as supervisor of sales on the tobacco market. Willard G. Cole, a native of the Piedmont section of North Carolina, who is moving here with his family from Trade, Tennessee, was engaged to fill this post.

Equally important to the citizenry was the establishment of a modern newspaper, published and edited by Horace Carter, a World War veteran who was discharged from the service last year and a native of Albemarle. Publication began several weeks ago. The editor's family has already taken up residence in Tabor City.

Tabor City has five churches and a modern school system headed by C. H. Pinner. The schools are strongly backed by a people who are vitally interested in the cultural development of the community.

Keeping pace with the financial and business growth of the town is civic pride, and a movement to make the town more beautiful and attractive is receiving wide support.

Wilson Expects Record Year

(Continued from Page 15)

housemen do everything they can each year to keep this record.

The Wilson market is expertly run by N. C. Blackburn, Jr., supervisor of sales, who served his apprenticeship here on the mart before he took over the top job almost a decade ago.

Wilson warehousemen, as well as factorymen, are looked upon all over the world wherever tobacco is talked of, with respect.

At the present U. H. Cozart, Jr., a Wilson warehouseman, is president of the Eastern Carolina Tobacco Warehouse Association and is president of his own local warehouse group, while N. M. Schaum, of the Wilson Tobacco Company here, is vice president of the United States Tobacco Association.

Other officers besides President Cozart for the Wilson Warehouse Association include H. H. Harris, Jr., Vice President, and N. G. Blackburn, Jr., Secretary-Treasurer.

In the world of the Tobacco Board of Trade here James L. Miller is president of that group, while H. W. Anderson is vice president and again Mr. Blackman is secretary and treasurer.

Though buyers representing every tobacco interest in the world are on the market many of the larger firms have redrying plants here along with independent redrying establishments. Redrying plants include those of the Imperial Tobacco Co.; Liggett & Myers; American Suppliers; R. J. Reynolds; R. P. Watson Co.; E. J. O'Brien; Export Tobacco Co.; W. T. Clark Co.; and Wilson Tobacco Co.

It is interesting here to note a few facts about the capacity of the Wilson market to handle tobacco placed on it.

Wilson's warehouses are capable of housing 7,000,000 pounds of tobacco at the same time.

Wilson's Tobacco Factories are capable of handling 2,250,000 pounds of weed daily.

In a single day a total of 2,000,000 pounds of tobacco can be sold and cared for on the local market in Wilson.

The sales system will be the same as was used during the 1945 season. When a farmer puts his tobacco on the warehouse floor he can tell within a few minutes of what time his tobacco will be sold, therefore, giving him more time for his many chores at home. Wilson warehousemen realize the many hardships that the farmers have gone through to make his crop of tobacco and have tried to arrange the operation of the market so as to better suit the grower.

(Continued on Page 28)

Tobacco Quality Must Improve

(Continued from Page 17)

million pounds. The calculated disappearance for 1945 is 1,095 million pounds.

Domestic cigarette consumption for the year ending December 31, 1945, totalled 332,000,000,000. This figure of course includes tax-free withdrawals. This represents an increase of 2.5 percent over the previous year's consumption of 324,000,000,000. Tax paid withdrawals, however, show an increase of 29,000,000,000 over the previous year. The tax paid consumption of chewing and smoking tobacco totalled 270,000,000 pounds during the past year which was about 19,000,000 pounds above the previous year.

Snuff consumption for the year 1945 totalled about 44,000,000 pounds which was an increase over the previous year's consumption by only 2,000,000 pounds.

Export Conditions

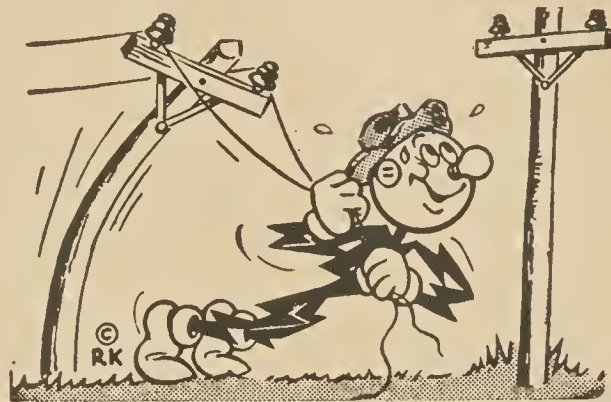
With the global war victoriously over, the export picture shows definite improvement. The international financial situation will have a large effect on the ability of firms in nearly all the countries abroad to pay for American tobacco; and until there is an improvement in the monetary status of governments abroad, it will remain difficult for them to get dollars with which to make purchases in this country. It is expected that the proposed loan to Britain will have a tremendous effect toward the clarification of this situation.

In March, 1946, the Chinese Government issued an order regulating the importation of American tobacco into China. This order required the licensing of all American importing firms and established quotas based upon the average imports for the years 1932 to 1936. There is, in this order, the possibility of serious curtailment of the importation of American tobacco into China, and efforts are being made to induce the Chinese Government to rescind the order.

Lend Lease Participation

There will be some changes in the relationships of the Government to the marketing of flue-cured tobacco this season in comparison with recent years. The procurement of tobacco under Lend Lease has been discontinued. If purchase operations are conducted by the Government or under Government auspices, their sole

(Continued on Page 27)



About our new rural lines...

If you are one of those farmers who are still waiting for the lines to be built so that you can have electric service at your farm, you may be becoming a little impatient. Well, Carolina Power and Light Company is just as disturbed about the situation as you are. You want and need electric service... the Company has the power to sell and wants to serve you. The only reason the lines are not being built faster is because poles, transformers, wire and other line equipment just can't be had in sufficient quantity to build them any faster. Manufacturers stock piles were depleted at the end of the war. Now they are able to make only limited shipments to the many power companies all over the country who are clamoring for this material.

You may be sure, however, that your line will be built just as soon as the necessary materials can be obtained. Carolina Power and Light Company appreciates your position and thanks you for the patience with which you have waited.

CAROLINA POWER & LIGHT COMPANY

Believing time-buyers are keen-eyed...

we are convinced they are looking for facts. We believe they are not impressed with extravagant claims and a lot of tin-horn blowing. Therefore, here are facts about the Greensboro market served by WGBG, compared with Atlanta, Georgia.

	GREENSBORO And 50 Mile Area	ATLANTA And 50 Mile Area
Population (U. S. Census 1940)	1,182,891	1,141,401
Annual Wages	95,316,989	54,059,359

*Do Not Overlook These Facts
Spot Your Spot Business Where It Can Really Pay Off*

Here's what the FIGURES show in a HIGHLY COMPETITIVE market

The June 1946 CONLAN survey shows
the GREENSBORO AUDIENCE is divided
FAVORABLY with these percentages!

	Station WGBG	Station "B"	Station "C"	Station "D"	Station "E"	Others
Morning Periods	41.9	41.1	8.6	3.1	2.4	2.9
Afternoon Periods	35.2	40.8	13.5	4.6	2.7	3.2

This is PROOF that you get
MORE AUDIENCE per DOLLAR

BURN-SMITH COMPANY, INC., NATIONAL REPRESENTATIVE
AMERICAN BROADCASTING COMPANY

WGBG

GREENSBORO BROADCASTING COMPANY

1000 Watts — 980 Kilocycles

GREENSBORO, N. C.

POST OFFICE BOX 2280

«WGBG»

Program Schedule for Radio Station WGBG For SEPTEMBER, 1946

This schedule is subject to change without notice.

SUNDAYS

7:30 Rev. Cleveland
7:45 Rev. Durden
8:00 Rev. Dorsett
8:30 The Salvation Army
8:45 McCluskey Bible Class
9:00 Rev. Fuller
10:00 Dr. Ham
10:15 Covington Bible Class

10:45 Music
11:00 W. Market Methodist Church
12:00 Rhythm Round-Up
12:30 Sammy Kaye
12:55 World News
1:00 Warriors of Peace
1:30 Leonard Stokes
1:45 Music

2:00 Rev. Gaudin
2:30 Treasury Salute
2:45 News
3:00 Silver Trumpet Choir
3:15 Music
3:30 Right Down Your Alley
4:00 Darts for Dough
4:30 Counterspy

5:00 Sunday Evening Party
5:30 Dinner Music
6:00 Drew Pearson
6:15 Don Gardiner
6:30 Sign-off

MONDAYS

6:00 Hill Billy Music
6:20 Farm News
6:25 World News
6:30 Rev. Wiggs
6:45 Dr. Michaelson
7:00 The Yawn Patrol
7:50 World News
8:00 Morning Devotions
8:15 The Breakfast Club

9:00 My True Story
9:25 Betty Crocker
9:30 Hymns of All Churches
9:45 Music
10:00 Breakfast in Hollywood
10:30 Kellogg Home Edition
10:45 Ted Malone
11:00 Glamour Manor
11:30 At Your Request

12:00 News by Baukhage
12:15 Rhythm Round-Up
12:30 World News
12:45 Gurney Thomas
1:15 The Barry Wood Show
1:30 Uncle Henry
2:30 The Coke Club
2:45 Ladies Be Seated
3:00 Jack Berch

3:15 Try 'n' Find Me
3:31 The 3:31 Club
5:00 Terry and Pirates
5:15 The 3:31 Club
5:30 Jack Armstrong
5:45 World News
6:00 Headline Edition
6:15 Sports Review
6:30 Sign-off

TUESDAYS

6:00 Hill Billy Music
6:20 Farm News
6:25 World News
6:30 Rev. Wiggs
6:45 Dr. Michaelson
7:00 The Yawn Patrol
7:50 World News
8:00 Morning Devotions
8:15 The Breakfast Club

9:00 My True Story
9:25 Betty Crocker
9:30 Hymns of All Churches
9:45 The Listening Post
10:00 Breakfast in Hollywood
10:30 Kellogg Home Edition
10:45 Music
11:00 Glamour Manor
11:30 At Your Request

12:00 News By Baukhage
12:15 What's It Worth?
12:30 World News
12:45 Gurney Thomas
1:15 Rhythm Round-Up
1:30 Uncle Henry
2:30 The Coke Club
2:45 Ladies Be Seated
3:00 Jack Berch

3:15 Try 'n' Find Me
3:31 The 3:31 Club
5:00 Terry and Pirates
5:15 The 3:31 Club
5:30 Jack Armstrong
5:45 World News
6:00 Headline Edition
6:15 Sports Review
6:30 Sign-off

WEDNESDAYS

6:00 Hill Billy Music
6:20 Farm News
6:25 World News
6:30 Rev. Wiggs
6:45 Dr. Michaelson
7:00 The Yawn Patrol
7:50 World News
8:00 Morning Devotions
8:15 The Breakfast Club

9:00 My True Story
9:25 Betty Crocker
9:30 Hymns of all Churches
9:45 The Listening Post
10:00 Breakfast in Hollywood
10:30 Kellogg Home Edition
10:45 Ted Malone
11:00 Glamour Manor
11:30 At Your Request

12:00 News by Baukhage
12:15 Rhythm Round-Up
12:30 World News
12:45 Gurney Thomas
1:15 The Barry Wood Show
1:30 Uncle Henry
2:30 The Coke Club
2:45 Ladies Be Seated
3:00 Jack Berch

3:15 Try 'n' Find Me
3:31 The 3:31 Club
5:00 Terry and Pirates
5:15 The 3:31 Club
5:30 Jack Armstrong
5:45 World News
6:00 Headline Edition
6:15 Sports Review
6:30 Sign-off

THURSDAYS

6:00 Hill Billy Music
6:20 Farm News
6:25 World News
6:30 Rev. Wiggs
6:45 Dr. Michaelson
7:00 The Yawn Patrol
7:50 World News
8:00 Mornings Devotions
8:15 The Breakfast Club

9:00 My True Story
9:25 Betty Crocker
9:30 Hymns of all Churches
9:45 The Listening Post
10:00 Breakfast in Hollywood
10:30 Kellogg Home Edition
10:45 Music
11:00 Glamour Manor
11:30 At Your Request

12:00 News by Baukhage
12:15 Rhythm Round-Up
12:30 World News
12:45 Gurney Thomas
1:15 Music
1:30 Uncle Henry
2:30 The Coke Club
2:45 Ladies Be Seated
3:00 Jack Berch

3:15 Try 'n' Find Me
3:31 The 3:31 Club
5:00 Terry and Pirates
5:15 The 3:31 Club
5:30 Jack Armstrong
5:45 World News
6:00 Headline Edition
6:15 Sports Review
6:30 Sign-off

FRIDAYS

6:00 Hill Billy Music
6:20 Farm News
6:25 World News
6:30 Rev. Wiggs
6:45 Dr. Michaelson
7:00 The Yawn Patrol
7:50 World News
8:00 Morning Devotions
8:15 The Breakfast Club

9:00 My True Story
9:25 Betty Crocker
9:30 Hymns of all Churches
9:45 The Listening Post
10:00 Breakfast in Hollywood
10:30 Kellogg Home Edition
10:45 Ted Malone
11:00 Glamour Manor
11:30 At Your Request

12:00 News by Baukhage
12:15 Rhythm Round-Up
12:30 World News
12:45 Gurney Thomas
1:15 The Barry Wood Show
1:30 Uncle Henry
2:30 The Coke Club
2:45 Ladies Be Seated
3:00 Jack Berch

3:15 Try 'n' Find Me
3:31 The 3:31 Club
5:00 Terry and Pirates
5:15 The 3:31 Club
5:30 Jack Armstrong
5:45 World News
6:00 Headline Edition
6:15 Sports Review
6:30 Sign-off

SATURDAYS

6:00 Hill Billy Music
6:25 World News
6:30 Rev. Wiggs
6:45 Dr. Michaelson
7:00 The Yawn Patrol
7:50 World News
8:00 Morning Devotions
8:15 The Yawn Patrol

8:30 Wake Up and Smile
9:00 Music
9:30 Junior Junction
10:00 Bible Story Program
10:15 Eyes on the Future
10:30 Rhythm Round-Up
11:00 Paul Porter
11:15 Rev. Wiggs

11:45 Voice of the Army
12:00 Gurney Thomas
12:30 World News
12:41 The 3:31 Club
2:00 Columbia Record Shop
2:30 Round-Up Time
3:00 Duke Ellington
4:00 Saturday Concert

5:00 News
5:15 The Hip-tettes
5:30 Sports News
5:45 Labor USA
6:00 It's Your Business
6:15 500 Block Parade
6:30 Sign-off

It's Vacation Time...

By
MRS. HENRY J. COOPER, JR.

IT'S vacation time and the time for relaxation, enjoyment and mental improvement. One of the best ways to get a combination of all three of these is to visit romantic Roanoke Island and "The Lost Colony" pageant at Manteo, North Carolina. It depicts, as the name suggests, the first English settlement in America.

Only nine years ago, Paul Green's drama began as a local celebration of the natives of Roanoke Island, presented by them and for their own pleasure, to commemorate the 350th anniversary of the founding of the first English colony and the birth of the first English child on American soil—Virginia Dare. This pageant, sponsored by the Roanoke Island Historical Association, was to be repeated only on certain commemorative years.

The general public, however, overruled this by requests for repeat performances each summer. The Waterside Theatre, an open air theatre, was erected to house the production. The natives of the island contributed their time and talents generously and today this is considered the foremost attraction and vacation pilgrimage in the nation.

Paul Green calls "The Lost Colony" a symphonic drama because of the use of all of the theatre elements together. The musical score was made up of a collection of songs, hymns, dances and carols of 16th century England. Most of the composers are listed as unknown but some of the music was written by William Byrd, Thomas Tallis, Christopher Tyre, T. Morley and other writers of the period. One of the songs was even attributed to Anne Boleyn, the ill fated wife of Henry VII. The present score was arranged by Lamar Stringfield, North Carolina Pulitzer prize composer, and Adeline McCall, of the music department of the University of North Carolina.

The pageant has two acts and eleven scenes. It is presented Wednesday through Sunday nights at 8:15 o'clock. This production lasts from June 30th through September 2nd.

Roanoke Island has many other interesting features. It is rich in legend and romance and the natives are fiercely proud of their land and the history attached to it. The old tree, marked "CROATAN," which was the last trace of the white settlers, still stands today and may be viewed by visiting parties.

At the north end of Roanoke Island is Fort Raleigh which is the birthplace of the nation and the site of the colonists' desperate struggle to fight back the Indians and the wilderness and gain a foothold in the new country. It has now been converted into a 16th century village with thatched roof houses made from rough, juniper logs in the tradition of pre-colonial America. Within this stockade, visitors enjoy the blockhouse, Governor White's house and the Virginia Dare monument. There is also a museum which houses many rare English, Indian and Spanish relics, the outstanding feature being the reproductions of the famous John White Indian drawings. Here also is the Waterside Theatre, facing Roanoke Sound where Sir Walter Raleigh's ships were probably moored.

Across from Roanoke Sound, the beacon of the Wright Memorial marks the spot of the birthplace of aviation. It towers 161 feet above the highest dune on Kill Devil Hill and is the exact place where the Wright brothers made the first sustained flight in aviation history in 1903.

The narrow strip of sand, called the Outer Banks, which runs from Virginia, except for the Oregon Inlet, all the way to Cape Hatteras, has long been called the Graveyard of the

Atlantic. For it is here that the sea has claimed more than its share of ships and seamen. Visitors enjoy the site of Diamond Shoals, the tallest lighthouse on the Atlantic, Cape Hatteras National Seashore Park and the Pea Island Game Reserve.

The waters in and around Roanoke Island are a paradise for fishermen. The deep sea is plentiful in flounder, amberjack, tuna and dolphin with blues, channel bass or drum, kingfish, sheepshead, and a host of perch in the inlets, sounds and lakes.

Roanoke Island has all the delights for a glorious vacation.

What's a Deck Without a Joker?

Teacher: "Who fiddled while Rome burned?"

Johnnie: "Can't remember whether it was Hector or Towser."

Teacher: "What a silly answer. It was Nero."

Johnnie: "Well I knew it was somebody with a dog's name."

Butcher: "Roundsteak, madam?"

Bride: "Well, the shape doesn't matter, so long as it's tender."

Audience View of Lost Colony Production Now Showing In Open Air Theatre, Manteo, Roanoke Island, N. C.



—N. C. Department of Conservation and Development

Know Your Tobacco

(Continued from Page 6)

demand at the present time for NORTH CAROLINA TOBACCO. Will it always be thus—or will we continue the trend which the war began and let quantity have first place? No country, no state has any corner on the production of tobacco, but to employ an old cliché, there is always room at the top. There is always demand for quality.

As we begin moving our tobacco to market, we must keep quality in mind.

Tobacco should be in proper order before sorting begins. The proper amount of moisture is determined when the leaves can be handled without breaking or when they are pliable enough to open for examination to determine the grade. If handled too dry, injury will result from breaking or tearing and, on the other hand, if the leaves contain too much moisture, injury will result from discoloration or bruising, and therefore, decrease its value on the sales floor.

Proper light is essential to careful sorting. A north light is preferable; however, indirect light is the minimum requirement to distinguish color in any case. A grower should use the same precaution in sorting his tobacco that the buyer does in buying. The crop should be sorted as near as possible in the same light as prevails in the warehouse.

No more grades should be made than is absolutely necessary. Most barns, under normal cropping conditions, can be divided easily into three or four grades. Good average-size piles command more respect from buyers than a number of small lots; however, uniformity should not be sacrificed for size.

Strings, feathers, and staw are objectionable in tobacco and should be removed as the leaves are being sorted at sorting bench, rather than on the warehouse floor.

Many farmers do not realize the importance of color separation in sorting, especially in dividing lemon and orange colored leaves into different grades. Most domestic companies prefer orange tobacco, whereas the foreign companies lean to the lemon colors; therefore, when the colors are mixed a certain amount of bidding competition is lost on the sales floor. Off-colors should never be mixed with true colors.

Length of leaves, where the quality is uniform, is an important factor only in the sorting of leaf grades. When sorting lugs or primings,

length is of minor importance, except where there is too much difference in the length to give uniformity of appearance. Leaf grades should be sorted according to length, quality, and color.

The group division in the sorting of tobacco is of major importance and each group should be sorted and never mixed. Tobacco grows on the stalk in a certain order—the thin leaves or lugs near the ground; medium bodied leaves, or cutters in the middle; heavy bodied tobacco, or leaf and tips at the top, and these divisions are known as groups. Each of the groups is used for a different purpose in the manufacture of tobacco products and when mixed hurt the sales value of the particular lot or pile of tobacco.

Neat and carefully tied bundles bring a premium on the sales floor. Tobacco being sold at the auction is naturally sold somewhat on appearance and the neater the hand or bundle the more appeal it has to the buyer. The hand or bundle should contain from 16 to 20 leaves with a tie-leaf from the same group of like quality and color. Bundles should never be capped or the tie-leaf extended over the stems because tobacco, after leaving the sales floor, is redried by heat and capping prevents the heat from penetrating the “butt” and thoroughly drying the stem.

After sorting, grading and tying, the bundles are hung on the tobacco sticks and bulked down. Bulking under proper conditions usually improves the quality of tobacco. In most cases, green leaves left in the bulk for considerable time in proper order, will lose much of the green color which is objectionable to the tobacco trade.

Tobacco should be neatly packed on the baskets in the warehouse. As stated before tobacco is sold at auction somewhat on appearance and in careful packing the grower puts his best foot forward. Covering the piles before the sales is a good practice as it prevents the leaves from becoming too dry and brittle; it also prevents bleaching if the tobacco stays on the floor very long. The arrangement of the piles on the floor is of some importance and is generally followed by the best growers. The best practice is to put the tobacco on the floor as it grows on the stalks from the lowest to the highest, that is, place the lowest grade of the lug group first and so on if more than one group is being sold.

LAKE CITY, S. C.

Long Recognized as Market Leader

Strategically located in the almost exact geographical center of South Carolina's tobacco belt, Lake City offers the farmer many advantages in selling his farm products there. Not only is this rapidly growing little town noted for its tobacco market, but it has one of the largest vegetable markets in the Southeast, and has an established record for cotton and livestock as well. At this season, however, everything leans to tobacco where already in two days of the 1946 tobacco season 1,630,558 pounds have been marketed for \$901,550.40 averaging \$56.98 per hundred pounds. According to records available today, this market led the entire belt in pounds sold for the first week, as well as price averages.

With six magnificent warehouses, all of modern design and construction, and having a combined floor space of 600,000 square feet, the market can handle or place on floors upwards of three million pounds of golden weed at one time. The market boasts of the largest warehouse in the flue-cured area, the Big Brick, having a floor space of 165,000 square feet. This season the addition of Star No. 3, with an area of 100,000 square feet, also provides more facilities for leaf handling.

The market, recognized since the turn of the century as one of the state's leaders, and at one time the state leader in pounds sold, has made rapid progress in the past ten years. At present there are three complete sets of buyers, representing all the purchasers of flue-cured tobacco in the world, buying in this market. In addition there are three large redrying plants located at Lake City where millions of pounds of the bright tobacco are redried each season.

With the 1946 crop estimated at above 150,000,000 pounds it is apparent that Lake City will sell well above 32,000,000, establishing another record. Largest sales ever recorded came in 1939 when 30 million pounds was marketed here.

Warehouses operating are Big Brick Warehouses, by G. R., A. M., D. G. and E. C. Bowen; Graham's Warehouses, operated by Tom S. Graham and Sons; New Home Warehouse, operated by Boblitt, Bishop, Igleheart, and Wycoff; and Star Warehouse Nos. 1, 2, and 3, operated by Star Warehouse Co. Inc., and managed by Weslry Singletary and Norman Epps.

Buying companies on the market are American Tobacco Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., Imperial Tobacco Co. of Great Britain and Ireland, Ltd., Export Leaf Tobacco Co., Winston Leaf Tobacco Co., Henderson Tobacco Co., James I. Miller Tobacco Co., and T. S. Ragsdale Tobacco Co.

The Jeep in Civvies

(Continued from Page 7)

When he got the new civilian model, Harris said his farm immediately became mechanized, because the Jeep did the work of four motorized units. It's like having four modern machines in one. First, it is a light tractor, and does the things that any light tractor will do; second, it makes a good light truck; third, it is a mobile power unit which operates all his farm machinery; and last, of all, it is a utility passenger car.

When Harris's car broke down, he jacked it up in the barn, and now he uses the Jeep to run down to the village for supplies, or to take his wife and the children to church on Sundays.

Harris uses the Jeep to plow his fields and to do other tractor jobs such as disking, harrowing and cultivating. He figures he paid for only one machine, not four, although it replaces four. "And you only have one vehicle to service," he says, "only one tank to gas, and only one set of tires to care for."

The Jeep works efficiently for him in the soft fields as well as on the hard ones. It can take off over the pasture in any weather to herd his cows. It can drag two twelve-inch plows hour after hour in his field at the low speed of a light tractor. Or he can drive it over the paved highway, fully loaded, at 60 miles an hour.

As a light truck, Harris uses the Jeep to take his cans of milk to the loading platform, or to haul feed or livestock. In addition to this, he can pull a trailer load of over 5,000 pounds with the Jeep.

Harris drove the Jeep to his woodlot, felled trees, and by means of the power takeoff, buzzed his logs on the spot, and then hauled them home in the Jeep. The Jeep's motor also powers a grain separator, blows feed

into the silo, digs holes for fence posts, and operates other power devices.

"One of these days I'm going to spraypaint the house and the barn with the Jeep," he says.

Mrs. Harris says the Jeep is ideal for the family to use on a picnic. "It's a handy little vehicle," she says. "It does practically everything around our farm. I hear that you can even make ice cream with it. I'm going to try it soon."

The Jeep can do many other things on a farm than are listed here. On a large ranch in Texas the little car rode over the range and herded cattle in half an hour, a job that used to take six men a half day to do. The U. S. Forest Rangers used two Jeeps as a fire-fighting team. One carried five men to the scene of a blaze, the other a water tank, a power pump and tools. A Jeep in Florida carried out the fruit from an orchard where the trees were too close together for larger conveyances which brushed the fruit from the branches. Down in Arkansas the Jeep maintained equilibrium while plowing difficult hill-sides. This was possible because of

the vehicle's four-wheel drive which causes the front wheels to pull, resulting in tremendous tractive power.

As one writer put it, "the postwar Jeep is a blood cousin to the wartime scout car and can do almost anything on the farm except gather eggs and serve up fried chicken to the threshers."

All work and no play makes Jeep a dull boy. So it has its light moments too. The magazine *Outdoor Life* recently borrowed one of the civilian models to test it as a vehicle for sportsmen in getting to remote fishing spots. A trio of fishermen headed the Jeep for a Pennsylvania trout stream, chosen because of its hard-to-reach location.

"Hitherto when anglers visited these fishing waters," the magazine reported, "they parked their cars at the highway and laboriously jack-assing their duffel, hoofed it the rest of the way. This time though, the Jeep took our party right into the stream!"

Hunters and fishermen are planning their expeditions in Jeeps. Golf courses, country clubs and beach resorts operate them for the convenience of their guests, and picnickers use them to haul their house trailers to the open spaces for their vacations.

TOBACCO QUALITY MUST IMPROVE

(Continued from Page 22)

purpose will be to support the market in any periods of weakness. I have participated in discussions held by officials of the Tobacco Branch, United States Department of Agriculture, with leaders of farm organizations. These discussions revolved around measures proposed to be taken for the purchase of tobacco with the foregoing objective in view, and the further objective of making loans to growers at 90 percent of parity in accordance with existing legal require-

ments when grade prices on farmers' offerings fall below established minimum.

My purpose in referring to the matter is to give you my assurance that the Tobacco Branch, in any steps it undertakes, proposes to work through established trade channels to the fullest possible extent. I bespeak the full and hearty cooperation with the Tobacco Branch of all members of the trade, warehousemen, and buying organizations alike.

We Cordially Invite You to Sell Your Tobacco Here

Grade Your Tobacco in Large Piles Not to Exceed 250 Pounds

Planters Warehouse again offers tobacco farmers one of the best warehouse sale organizations in the business and assures you personal attention on every pile of your tobacco.

FAIR BLUFF

Always a Good Sale and the Best Prices

PLANTERS WAREHOUSE

NORMAN N. LOVE and CARL MEARES, *Proprietors*

N. C. LIVESTOCK AUCTION MARKETS

Name of Market

Location

Name of Manager

Monday

Fairmont Stockyards	Shalotte	M. S. Huston
Hamilton Bros. LS Auction	Andrews	R. B. Hamilton
Debmans LS Yards	Shelby	J. H. Debman

Tuesday

Fairmont Stockyards	Fairmont	M. S. Huston
Gaston Sales Barn	Kings Mountain	O. O. Jackson
Burke LS Market	Drexel	E. A. Stamey
Sutton & Welsh LS Market	Clinton	Gladstone Sutton & S. W. Welsh, Jr.
Raleigh Stock Yards	Raleigh	W. T. Scarborough
Hertford LS & Supply Co.	Hertford	H. C. Stokes
P. R. Worsley's Stock Yards	Rocky Mount	P. R. Worsley
Morris LS Co., Inc.	Charlotte	Harvey Morris

Wednesday

Central LS Market	Lexington	W. H. Lomax
Oxford LS Market	Oxford	H. E. Harris
Statesville LS Market	Statesville	J. T. Alexander, Moody White & Alan Templeton
John F. Hobbs	Goldsboro	John F. Hobbs
Shelby Sales Stables	Shelby	Oscar T. Pitts
J. T. Pugh Commission Co.	Asheboro	J. T. Pugh
Patterson's Stockyards	Sanford	O. F. Patterson

Thursday

Wallace Stockyards	Wallace	D. L. Wells & William Brice
Farmers Mutual LS Market	Hillsboro	Robert Nichols
Haywood Mutual Stockyards	Clyde	L. H. Bramlett
West Jefferson LS Market	W. Jefferson	Walter Stringer
John F. Hobbs	Goldsboro	John F. Hobbs

Friday

Warren Co. LS Market, Inc.	Warrenton	T. B. Creech
Asheville LS Yards	Asheville	Oscar Pitts
Gus Z. Lancaster	Rocky Mount	J. T. Wooten

Wilson Expects Record Year

(Continued from Page 21)

There have also been added new redryers, stemming machines and tipping machines and other facilities in the factories increasing the handling capacity by over thirty percent. With these increases the Wilson market will be able to better serve its many customers and friends who annually sell their golden weed on the World's Largest Bright Leaf Tobacco Market.

With better shipping facilities to foreign countries, there is a much brighter outlook for the flue cured tobacco industry, especially for Wilson, the world's largest bright leaf tobacco market. Wilson stands out above all tobacco centers not only in this country but abroad. Many foreign countries who annually buy their tobacco from Wilson dealers and who have been deprived of flue cured tobacco for several years now are making every effort to renew their contracts with merchants. These merchants are putting forth every facility at their command to furnish these customers with the tobacco that they so badly need. Our foreign customers realize that the tobacco that they get from Wilson is the finest that is grown anywhere. These friends and customers have confidence in the ability of the buying personnel which is employed by the various companies and know from past experience that they will get value received and the finest cooperation possible when dealing with Wilson tobacco dealers.

Wilson not only leads in pounds sold and money paid out each year, but is widely known throughout the tobacco industry as conducting the most orderly sale of bright leaf tobacco that is known on any market.

An Appreciation of JOHN F. HOBBS

The entire auction business and the community as a whole will sorely miss John F. Hobbs, who died July 24, 1946, as a result of injuries he received in an automobile accident on July 22nd. He built up this business over a period of ten years to the biggest of its kind in the Southeast.

Acting on instructions, the business will be continued at the same stand and at the same high standards of service to the Farmers and Stockmen.

JOHN F. HOBBS STOCK YARDS

Rocky Mount, N. C.

Things Poultrymen Should Do During August and September

By
C. F. PARRISH

August is an important month for the poultrymen. In many cases it means the ending of one laying season and the beginning of another. Economy of production should be the slogan of the poultrymen during the coming year.

IN many cases, August means for the poultryman, the ending of one laying year and the beginning of another. It is the month when hens are probably culled the hardest. Only the cream of the flock, so to speak, are permitted to remain. Others are placed on the market. In many cases, poultry houses will be emptied. They should remain vacant for 30 days. This seems to pay. The poultrymen say that it just gets the "chicken" out of the house. As soon as the house has been emptied, it should be thoroughly cleaned and made in readiness for the next year's crop of layers. Many advocate different methods of getting the house in readiness for the new crop of pullets. It appears one of the most practical ways is to sweep it out, scrub it thoroughly with lye water solution. If concrete floors are used, the lye water solution should be rinsed off the floors at once, for if it is permitted to remain, it will eat holes in the floors or cause the floor to pit. When the floor is thoroughly cleaned and dry, it should be covered with three inches of litter.

Ventilation and Cleanliness

When pullets are placed in the house, it should be borne in mind that they have been grown on range where they have an abundance of fresh air. Poultry houses should be as open as possible, especially during the latter part of August and September, or during the hot weather season. Cross-ventilation is highly desirable. The house should remain open until cold weather arrives, then the house should be closed up gradually. Where pullets are taken from range and placed in a hot, tight laying house, they invariably go into a neck molt, or ill results are secured. When the poultry house is cleaned out and the manure is hauled out in the field, farmers should avoid spreading the poultry manure too thickly, or leaving it in small piles on small-grain land. When left in piles or spread too thickly it will likely cause wheat, barley or oats that is grown on the land, to lodge badly next spring due to the excessive

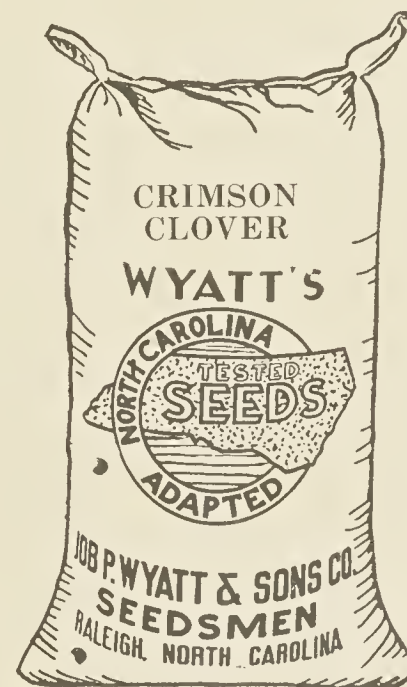
amount of nitrogen in the land from the manure. Poultry manure should be preserved and used wisely on the farm, as this is a very valuable source of nitrogen and the shortage of chemical nitrogen this year should have taught us a valuable lesson. Better care of farm manure in the future is necessary.

Don't feed wet mash or use lights on early hatched pullets too soon or as they just start laying. Hold these practices in reserve and use them to offset slumps in production. Early hatched pullets may show a tendency to break in egg production after 60 to 90 days of laying. This is the time to start such stimulating practices as the feeding of wet mash, and the using of lights. Where lights are used, morning lights are preferable. Pullets should be provided with at least 13 hours of light per day, so they can consume the necessary amount of feed to lay a large number of eggs over a long period of time.

Another job for poultrymen late in August and early September is the seeding of a green grazing crop for poultry. Any crop that is tender, succulent, palatable, and relished by



poultry and that has a low fibre content and that makes an abundant grazing at a low cost is desired. Many find that Italian Rye Grass, Alfalfa, or an Italian Rye Grass and Crimson Clover mixture, is a desirable grazing crop for poultry. By all means provide a green grazing crop for poultry this fall and winter. Economy of production should be the slogan of poultrymen during the fall and winter of 1946.



Greenville (N. C.) Prepared

(Continued from Page 10)

after year for almost a lifetime, is born and nurtured in the prompt, efficient, courteous, and understanding service which they receive in Greenville. No where in the world will the tobacco warehousemen go so far and do so much for their customers as the owners of the twelve big tobacco auction warehouses located here.

The operation of the tobacco market, which handles from fifty-five to seventy-nine million pounds of tobacco annually, is in itself a big and intricate business. A Tobacco Board of Trade is responsible for its efficient operation. A Sales Supervisor has jurisdiction over the sales on the auction warehouse floors, and he and his staff of co-workers are ever alert and watchful to guard against the infringement of any of the rules laid down by the Tobacco Board of Trade which might work to the detriment of either the farmers or the tobacco company who purchases this precious crop. It is his duty to see that the tobacco is sold in a orderly manner and with the utmost fairness to both the buyer and seller. To assist him he has nine committees staffed by some of the best brains in the tobacco industry. Over and above the Supervisor and the nine committees is the President of the Greenville Tobacco Board of Trade. The President is Mr. A. C. Ruffin, Vice-President of the E. B. Picklen Tobacco Company. The Vice-President of the Greenville Tobacco Board of Trade is W. Z. Morton, the owner and operator of one of these twelve fine tobacco auction warehouses. The Supervisor of Sales is the author of this article, W. L. Whedbee.

The best tobacco market in the state of North Carolina, incidentally, is located in a city whose motto and reputation is, "Greenville—The Friendly City." True to its motto, Greenville, North Carolina is the friendliest of cities. Its Merchants, ever aware that they are located in the center of the world's finest tobacco producing land and ever mindful of the fact that from its beginning many generations ago, Greenville has enjoyed a rapid growth, are always more than anxious to cooperate with all phases of the tobacco industry. The farmers who come into this happy little metropolis are always warmly welcomed, both in and out of tobacco season. Their wives and daughters are catered to in Greenville's many fashionable shops, and entertainment of every kind is available to them.

Early in the life of the community, the citizens of Greenville, North Carolina, became interested in education, and in 1814 Greenville Academy was incorporated then in 1830 Greenville Female Academy was organized. The city now has an outstanding school system, and with the assistance of the County and City School

Systems, East Carolina Teachers' College, a State Institution, supporter by the State Government, with a physical plant value of more than \$3,334,000.00 and a normal enrollment of over 1,200 students, offers courses in Teacher Training and Liberal Arts leading through Masters' Degrees for both young men and young women. It provides a highly favorable factor in the city's educational and cultural life. It was located in Greenville in 1907. The city has long been prepared to care for the educational needs of its youth all the way from kindergarten through a Master's Degree from college.

In the early days transportation facilities were limited to the use of the Tar (and Pamlico) River, on which Greenville is located, and to vehicle trails. Today every known mode of transportation is available here including railroad, highway, air and water, the city having the distinction of being the farthest inland port in the State of North Carolina, having a navigable river channel of twelve feet depth. There is a network of paved highways radiating in seven directions, two railroad lines, The Atlantic Coast Line Railroad Company, and the Norfolk-Southern Railway, and one of the best airports in this section. In a constant golden stream the choicest bright leaf, flue-cured tobacco flows from Greenville over these highways, railroads and sea lanes into every corner of the globe.

Pitt County, of which Greenville, North Carolina, is the County Seat, was formed in 1760, and named in honor of William Pitt, the Earl of Chatham. Tobacco, as with many of the counties of Eastern North Carolina, and Virginia was and is now the major crop. From its meager beginning when tobacco was packed by hand in hogsheads, through which an axle had been placed, and then rolled to boat landings for transfer to markets on the coasts, Pitt County has now attained the distinction of being the largest producer of bright leaf, flue-cured tobacco in the United States. Instead of shipping the crop to other cities to market, more than two million square feet of floor space is now devoted to the sale and processing of tobacco right here in Greenville.

Pitt County has been called an agricultural empire of which Greenville, North Carolina is the Commercial and Educational Center, a modern city of friendly people where every facility is provided for realization of a full and well rounded life.

The Tar River Port Commission, a public service agency appointed by the city and county owns a modern water transportation terminal to which regularly scheduled boat transportation has been maintained. It provided the city and sec-

tion with water freight service to all points on the Atlantic Seaboard.

The City-County (C. A. A. Class 4) Airport embraces an area of over 700 acres, with three paved runways, each 5,000 feet in length and one hundred fifty feet wide, with paved taxi ways and parking aprons, and represents an outlay of one and one-half million dollars. It is the best municipally owned airports in the Southeast. It is served by city electric power and water, and a sewerage system connecting with the city's system, and is located on a paved highway three minutes riding time from the business district and is free from hazards.

The value of a modern and up-to-date airport to our tobacco market is graphically illustrated by the fact that during the past season foreign customers have left New York in the morning, coming direct to Greenville by plane, transacted their business here, motored to a nearby market, transacted their business there, returned to the Greenville Airport and were in the plane on their way back to New York by 1:00 P. M. This will give you an example of the ease with which business can be transacted in Greenville from any point in the world.

Radio Station WGTC, whose call letters WGTC means "World's Greatest Tobacco County," is locally owned and is one of the most modern in the State of North Carolina. It provides dependable news and advertising coverage as well as high-class entertainment. It is affiliated with Nationwide Mutual Broadcasting System and is the hub of the Tobacco Network.

The Greenville Tobacco Market is one of the three in the nation that has five sets of buyers. All important Companies, both foreign and domestic being represented here. Its twelve mammoth auction warehouses, together with its processing plants, embrace an area over 2,000,000 square feet of floor space devoted to the handling of Bright Leaf flue-cured tobacco.

As a retail trading center, Greenville, North Carolina rightly deserves its designation, "Eastern Carolina's Shopping Center."

In 1943 the Farm Families of Pitt County were awarded the Agricultural "A" award for meeting and exceeding the War Food Production goals assigned. The County was one of 36 in the Nation's 3,500 counties to receive the award proving the adaptability of its soils for diversified agriculture.

Soil and climate, man and nature, often join hands in producing in one particular locality, a product which is so far superior to its competitors that it is instantly recognized and justly acclaimed by all who come in contact with it. As Scotland is to fine whisky, as Kimberly is to fine diamonds, as Sheffield is to fine cutlery, so Greenville and Pitt County are to bright leaf smoking tobacco.

Fair Bluff Leads Belt Five Out of Ten Years

The Fair Bluff market has led the Border Belt in average price paid for tobacco for five years during the period from 1935-45. Latest year during which the belt led was 1945 when the Fair Bluff market averaged \$44.05, to top every other market in the belt. The greatest volume of tobacco in the history of the market was sold in the Fair Bluff warehouses last year when nine and one-half million pounds were marketed. Other years when the Fair Bluff market led the Border Belt in average prices paid were 1935, 1938, 1939, 1940 and 1945.

OLDEST COUNTY TOBACCO MARKET OPENS

Dating back to 1895, the first county warehouse opened its doors for the marketing of tobacco. Fair Bluff now proudly boasts of the development of a \$12,000,000 Columbus county tobacco industry. It was I. M. Powell who built the first tobacco warehouse in Columbus county and the first tobacco was planted in the county on six acres of county soil near Fair Bluff.

All of Fair Bluff's citizenry are enthusiastic over the opening each year of the tobacco market, and especially so this

year because of the prices tobacco is bringing.

Fair Bluff's merchants report good business which justifies the increased stock which was bought and placed on shelves for the convenience of the visiting farmers and families.

Market News Notes From Dillon, S. C.

R. S. Rogers, of Dillon, president of the South Carolina Tobacco Farmers' Association, has predicted that the 1946 crop would bring the greatest money return to farmers in the history of the belt, unless "labor troubles in the processing plants and manufactories affect receiving of the somewhat perishable crop."

Mr. Rogers was jubilant over the overwhelming vote to sustain quotas and over the loan to Britain, two projects strongly advocated by his organization.

Letters are pouring into the Dillon Radio Station, WDSC, requesting numbers on the program of Slim Mims and His Dream Ranch Boys, who are being sponsored by a joint committee of the Dillon Chamber of Commerce and the Dillon Merchants' Association.

D. D. Raper has been elected supervisor of sales for the Dillon market for this season.

Wanted . . .

RED CEDAR

•
Timber
Logs
Lumber
Stumpage
•

*We Pay Highest Cash
Prices at Cars*

Geo. C. Brown & Co.

GREENSBORO, N. C.

For the Most Money for Your Entire Tobacco Crop Sell Your Tobacco in Fair Bluff

POWELL WAREHOUSE

The oldest Warehouse in Columbus County. Built and opened in 1896 — operating in the oldest town in the county. This year celebrating its . . .

Golden (50th) Anniversary

Our facilities and experience will enable you to get the . . .

**HIGHEST PRICE FOR
EVERY GRADE OF YOUR TOBACCO**

"A Square Deal to All"

HICKS POWELL
Fair Bluff

WILLIE CURRIN, Auctioneer
Durham

A GUARANTEED SALE EVERY DAY

DIXIE WAREHOUSE

Bring us a load of Tobacco and you'll bring us every load — *because* — you'll want more of our . . .

Good Service and Best Prices Grade for Grade

Dixie will pay you the highest average price. Come and try our experienced Sales and Warehouse Force.

Your Past Patronage is Appreciated

ARTHUR CARVER
Durham

To Tobacco Growers and Their Families

Welcome TO FAIRMONT, N. C.

We Will Be Glad to Serve You While You Are in Our Midst
COME IN AND VISIT WITH US

C. A. FLOYD & SON

Dealers in Furniture, McCormick-Deering Implements, Mules,
Wagons, G. E. Appliances, Florence-Mayo Tobacco Curers

Levinson's Department Store
"Quality Merchandise at Lower Prices"

Robeson Insurance Agency
Tom Butterworth and Howard Lewis

Johnson Cotton Company
Of Fairmont, N. C.
Hardware—Furniture—Farm Implements
Fertilizer—Builders Supplies
The Complete Farm and Home Supplier

PAGE'S JEWELERS
"Fairmont's Leading Jeweler"

Robeson Dry Cleaners
JAKE SHOCKETT, *Proprietor*

Purvis Super Market
Fancy Groceries and Meats
"Self Service"—Only One In Town

FAIRMONT STOCK YARDS

Your best local outlet for livestock. We stand firmly between Seller and Buyer. All sales strictly business-like. Fair treatment to all concerned.

M. S. Huston, *Owner and Operator*

Tobacco Growers: Welcome to Chadbourn, N. C.

- *A Good Town
To Sell Your Tobacco*
- *A Good Town
To Buy Your
Merchandise*



- *A Good Town
To Make Your
Headquarters*
- *Visit With Us
While Here*

CARTER'S WAREHOUSE

NUMBER 1

Sale Every Day

TOM WILKINSON, Proprietor

NEW BRICK WAREHOUSE

The Best House in Town

Service With a Smile,
And Market Price for Every Pile

W. C. COATES & SON, Proprietors

Your Financial Friend

WACCAMAW

BANK AND TRUST COMPANY

MYERS WAREHOUSE

2½ Hours Sale Every Day

TOM WILKINSON, Proprietor

D. M. CARTER & SONS

Superior Brand of

FEEDS

DERRICK'S PHARMACY

Mike Borders Returns from the Armed Forces
As Our Pharmacist

CHADBOURN THEATRE

Special Entertainment for Tobacco Growers

ACROSS THE EDITOR'S DESK

TOLERANCE

Price controls have been returned in part at least. A DeControl Board has been appointed that will exercise final authority over the revived OPA. It can override the Administrator on either the removal or restoration of price controls.

How well this new measure works depends in some degree on our reactions. There is and will be continued contention as to the merits of the bill just passed by Congress. It appears to be the best bill obtainable under the circumstances and the lapse of the OPA since June 30.

There has been much criticism, but it should always be remembered that regulating prices is a problem of great magnitude. Our large national institutions with their interlocking relationships and problems are naturally difficult of solution. Possibly, too many have looked at price controls from a selfish standpoint. This is entirely human. It is a national problem in which we are all concerned. Every one expects and should be dealt with justly.

Now that price controls have been re-enacted into law, manifestly for the benefit of the public at large, it is our duty to aid in making the law work as efficiently and justly as possible. Empty criticism will get us nowhere. Always a law requires the admixture of common sense and cooperation by those it is intended to serve if we are to enjoy its greatest benefits. There is no exception to the case in question. Greed will be the greatest enemy of its application. Cooperation will be its best partner. Individuals are not to be served because of their selfish viewpoint but rather large groups which in the amalgamation process mold into a nation-

al picture—people asking that they be dealt with justly but always for the common good.

When we think of our own desires and wishes let us look across the valley at those who probably have the same desires and wishes. Working together with the aid of time, giving an opportunity for distribution to be set aright along with the laws of supply and demand, we will again within a reasonable time see normal conditions restored. Criticism, bickering and prejudice will accomplish nothing. Let us be tolerant and respect the other viewpoints of which there are many and our economics in Agriculture and Industry will sooner come into their rightful rela-

According to the United States and North Carolina Departments of Agriculture practically all better quality grades were up from \$3.00 to \$18.00 per hundred over the three days opening week last year while most inferior qualities showed losses of \$1.00 to \$23.75. Most of the gains ranged between \$11.00 to \$16.00; however, choice orange lugs were up \$18.00. On the other hand the lower quality grades ranged downward from \$1.00 for fair orange lugs to \$23.75 for best thin nondescript. Primings and nondescript suffered the greatest losses. Because of an unusually small proportion of inferior qualities and much higher prices for better qualities, the general average for the two

COMING EVENTS

Annual 4-H Short Course, State College, Raleigh, N. C. August 12 to 17.
Farm and Home Week, State College, Raleigh, N. C. August 19 to 23.
North Carolina State Fair, Raleigh, N. C. October 14 to 19.
South Carolina State Fair, Columbia, S. C. October 21 to 26.
International Livestock Show, Chicago, Ill. November 30 to December 7.

tionships. Let us be fair; let us be cooperative; let us be tolerant. We are a nation of people each and all of whom are justly due certain rights of resources, property and protection. It is Democracy in action. Shall we make it work?

RECORD TOBACCO PRICES

If tobacco farmers have had any doubt as to the financial outcome of this year's tobacco crop, that doubt has been removed since the opening of the South Carolina and Border flue-cured tobacco markets.

Record average prices for better quality tobacco was the most significant news during the two days composing the first week of sales on the South Carolina and Border North Carolina flue-cured tobacco markets.

days set an all time record as 12,361,715 pounds were sold at an average of \$52.64 per hundred. This was an increase of \$8.60 over opening week last season when during the three sales days 19,690,198 pounds were marketed for an average of \$44.04.

The general quality this week was considerably better than opening week last year. Good to choice qualities were offered in much heavier volume with less common to fair, and nondescript. The percentage of nondescript was extremely small. The bulk of offerings was composed chiefly of fair to choice lugs and low to fair cutters and primings. Lugs made up a majority of the sales followed by cutters and primings, respectively. The condition of the marketings was the best in several seasons, very little damaged or unsound tobacco being offered. Sales on most markets were fairly light due to bad weather and to the shortage of labor which has hindered growers in preparing their tobacco for auction. Farmers were jubilant over prices for their better qualities while some dissatisfaction was expressed on prices for inferior grades.

The fact that the general quality of tobacco sold was considerably better than offerings on the opening markets last year and that very little damaged or unsound tobacco was offered is in keeping with the effort to retain North Carolina's lead in the production of quality flue-cured tobacco. There should be general satisfaction throughout the tobacco growing territory since the revenue will be reflected generally in agricultural, industrial and all commercial pursuits.

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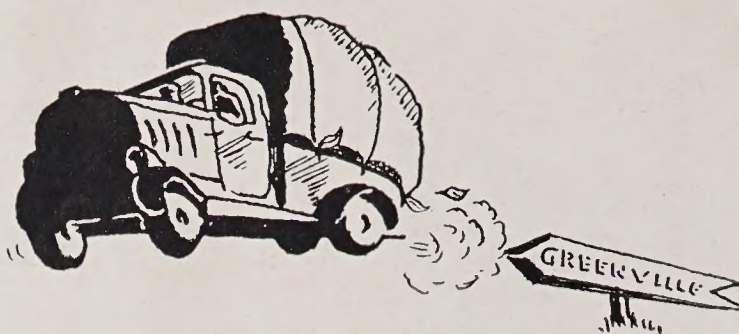
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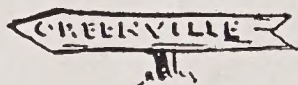
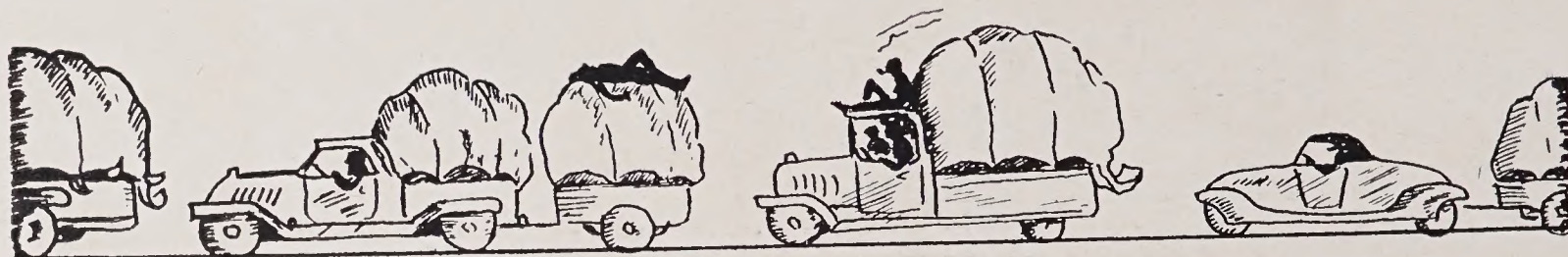
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